

# *The National* **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



ABOVE: Willard M. Cannon of Toledo, Ohio, is now NICD president. Convention report and photographs start on page 38

Report from graduate of rug cleaning course....Page 56

Use of valves to control flow and pressure.....Page 69

How to teach new girls to use puff irons.....Page 76

**MARCH, 1952**

Univarsity Microfilms  
313 North First Street  
Ann Arbor, Michigan

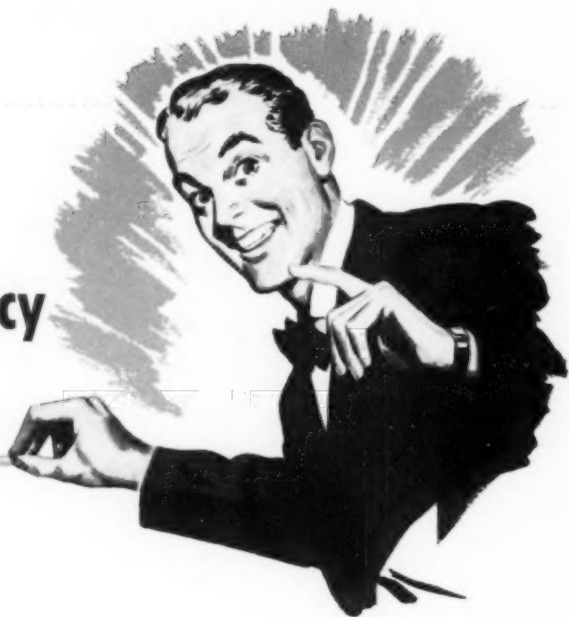
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N

A

2 reasons why it pays  
to use **HYFLO** in your  
Charged System Cleaning:

Detergent efficiency  
is increased . . .



... and garments come cleaner, too!

NATURALLY you want your Charged System detergent to do the best cleaning job possible . . . and to stay on the job as long as possible.

You'll win both ways by using Hyflo®. . . the high speed filter powder that removes only the solid soil, and allows the active detergent to return to the washer for re-use. Thus you economically maintain your soap run at full strength . . . and also turn out cleaner garments for your customers.

Hyflo is a filter powder with characteristics specially suited to Charged

System requirements. Particle fineness is exactly right for trapping all dirt (lint, dust, and other solids) . . . while the crystal-clear solvent and detergent pass freely through the cake that builds up on the screen.

To get all the facts about Hyflo—how it can be used to increase the efficiency of your filtering system and save money too—ask your dealer for a copy of the brand-new Sixth Edition of the 52-page Dry Cleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 290, New York 16, N. Y.

\*Reg. U.S. Pat. Off.

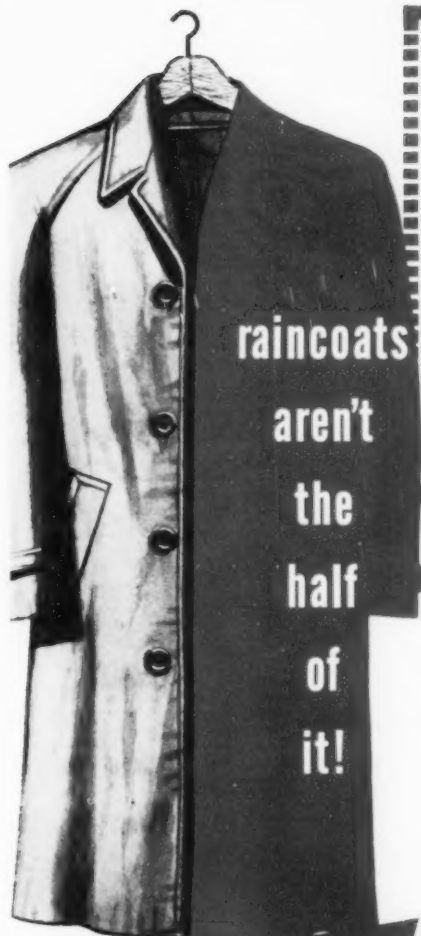


Johns-Manville

**HYFLO**

the original  
high speed Filter Powder





raincoats  
aren't  
the  
half  
of  
it!

Clip to your Letterhead.  
**MAIL TODAY!**

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## **LIQUID RE-VI**

*WATER REPELLENT-FABRIC RE-TEXTURE*

Gives new protective finish to fabrics of all kinds.

Formal Gowns • Draperies — Slip Covers  
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Now you can build big profitable new business volume. Buckeye Liquid RE-VI revitalizes fabrics, helps them last longer, hold a press better. Makes fabrics resistant to moisture, soil and perspiration stains. Increases dollar volume without increasing labor or finishing costs. Order from your distributor or write for free trial sample. No obligation.

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*Manufacturing Chemists since 1844*

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I want to try Buckeye Liquid RE-VI in my own plant. Please send free trial sample, instruction folder, prices.

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STREET \_\_\_\_\_

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Get the solid facts!  
See how you save with  
**CHEVROLET**  
Advance-Design  
**TRUCKS**



**Fact  
No. 1**

**PAY LESS AT THE START**

Chevrolet trucks list for less than any other trucks built to handle the same payloads. Here is a real, money-in-the-bank savings on purchase price. And you'll find the Chevrolet brings you ruggedness, stamina and great truck features not found in many other trucks.

**Fact  
No. 2**

**GET LOWER ON-THE-JOB COSTS**

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**Fact  
No. 3**

**TRUCKS BUILT FOR YOUR PAYLOADS**

Chevrolet trucks are factory-matched to meet your requirements. You get the right truck for the job . . . never "too much" or "too little" truck. Frame, axles, springs, body, brakes, and power form a balanced team.

**Fact  
No. 4**

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Records show that Chevrolet trucks traditionally bring more money at re-sale or trade-in than many other makes. Chevrolet's market value stays up because the value stays in. More reason to see your Chevrolet dealer for your best truck buy!

**ADVANCE-DESIGN**



**TRUCK FEATURES**

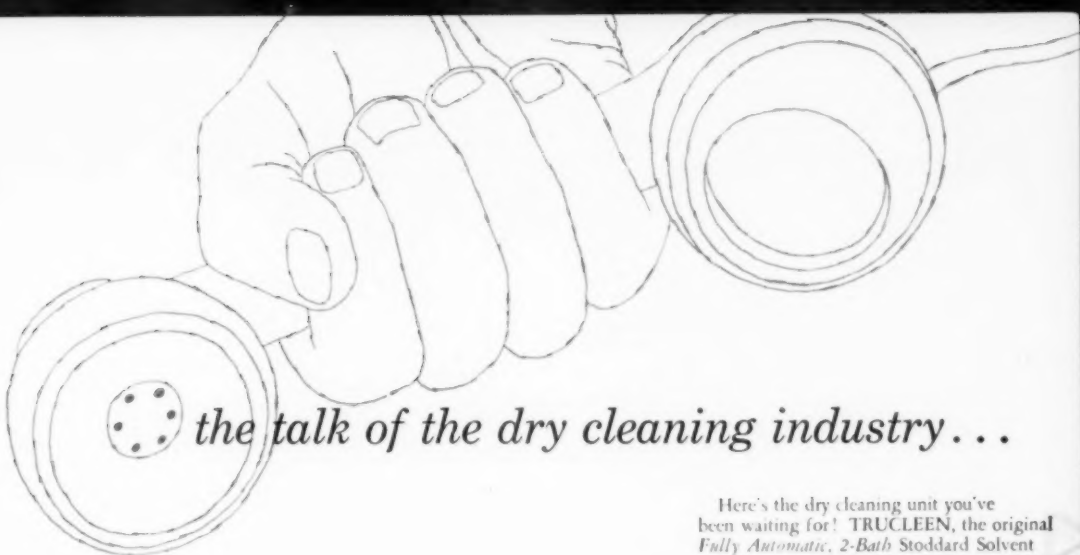
TWO GREAT VALVE-IN-HEAD ENGINES—the 105-h.p. Leadmaster or the 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR—for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH—for easy-action engagement • SYNCHROMESH TRANSMISSION—for fast, smooth

shifting • HYPOID REAR AXLE—for dependability and long life • TORQUE-ACTION BRAKES—on light-duty models • PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES—on medium-duty models • TWIN-ACTION REAR BRAKES—on heavy-duty models • DUAL-SHOE PARKING BRAKE—for greater holding ability on heavy-

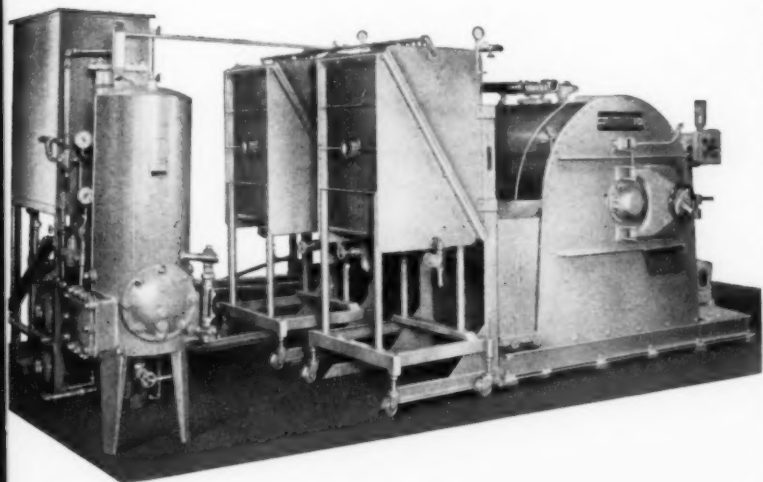
duty models • CAB SEAT—with double-deck springs for complete riding comfort • VENTILANES—for improved cab ventilation • WIDEBASE WHEELS—for increased tire mileage • BALL-TYPE STEERING—for easier handling • UNIT-DESIGNED BODIES—for greater load protection • ADVANCE-DESIGN STYLING—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN





*the talk of the dry cleaning industry...*



# TRUCLEEN

*the fully-automatic 2-bath unit*  
for use with Super-Strong Soap Solution

Here's the dry cleaning unit you've been waiting for! TRUCLEEN, the original *Fully Automatic, 2-Bath Stoddard Solvent Unit*... ready to give you a grade of quality cleaning and performance never before approached. *Super-Strong Soap Solution* assures brighter colors, reduces spotting and re-cleaning, and almost completely eliminates wet cleaning. TRUCLEEN'S fully-automatic, 2-Bath operation cuts down labor costs in your cleaning room, and steps up production in every department of your plant.

*Super-Strong Soap Solution\** gets right after dirt for deep-down, thorough cleaning... *you do your pre spotting in the Wash Bath.*

*Separate Wash and Rinse Baths*, each continuously filtered at the rate of 100 gals. per minute, assure very best cleaning.

*Rinse Bath Continuously Filtered and Distilled* for brighter, super-quality cleaning of all types of work.

*Washes, Extracts, Rinses and Extracts* in one straight-through, fully automatic cycle.

*Simple, Electro-Pneumatic Control* automatically performs all operations, without operator attention.

*Amazingly High Production*... Cleans 150 lbs. of 3 different classifications of work per hour at the same time without redeposition of soil.

\*Up to 6% soap solution can be used in the Wash Bath.

WRITE TODAY... for illustrated literature on TRUCLEEN, the fully-automatic, 2-Bath Unit that's the talk of the dry cleaning industry.

*Ac*  
co.

DIVISION OF THE AMERICAN  
LAUNDRY MACHINERY CO.

**AMERICAN CLEANERS  
EQUIPMENT CO.**  
CINCINNATI 12, OHIO

# CONTENTS

## NATIONAL CLEANER AND DYER

VOLUME FORTY-THREE

MARCH NINETEEN HUNDRED AND FIFTY-TWO

NUMBER THREE

### FEATURES

How To Apply Water Repellent .....	by Ralph B. Trusler	52
Rug Cleaning Taught Here .....	by John J. Martin	56
Putting Controls in a Piping System .....	by Joseph C. McCabe	69
Sleeving on Pull Irons		
Manual for Training Silk Finishers, Part I		
by Laura Herrmann Porterfield		76
How To Determine Vault Profits		
Storage for the Drycleaner, Part V .....	by John J. Martin	84
Drive-in Plus Unit Finishing Gives Greater Profits		
by William R. Palmer		90

### DEPARTMENTS

Letters to the Editor .....	12
Signs of the Times .....	18
Business Builders .....	24
Gadgets and Gimmicks .....	30
Editorial .....	36
Twenty-five Years Ago .....	by Lou Bellew 50
Association Notes .....	96
N.I.C.D. News .....	108
News Notes in the Trade .....	125
People and Places .....	136
Obituaries .....	142
Meetings .....	143
Classified Advertisements .....	146
Advertisers' Index .....	152

### CONVENTIONS

Everybody Happy at St. Louis.....		35
Rug Cleaners Elect Ayers.....	By John J. Martin	110
Bigger and Better Louisiana Meeting.....	by William R. Palmer	115
300 Meet at Lansing.....		116
Oklahomans Turn Out.....	by Lou Bellew	120

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Published monthly by the Trade Paper Division of The Reuben H. Donnelly Corporation, publication address, 100 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations. Gaylord Donnelly, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Arthur H. Bamforth, Vice President; Curtis E. Frank, Vice President and General Counsel; Albert M. Andersen, J. Aubrey Hope and Harold P. Harper, Vice Presidents; Harry W. Warner, Secretary-Treasurer. Changes of address should reach us at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada: \$4.00 per year in advance; foreign countries in Postal Union, \$6.00. Single copies: United States and Canada: 50 cents; foreign, 75 cents; Guidebook issue, \$1.00.

Editorial, Executive and General Advertising Offices, 304 E. 45th St., New York 17, N. Y. Telephone: Oregon 9-4000

Eastern Advertising Offices, 304 E. 45th Street, New York 17, N. Y.; Telephone: Oregon 9-4000. William S. Crompton, Manager.

Midwestern Advertising Offices, 20 N. Wacker Drive, Chicago 6, Ill.; Telephone: Franklin 2-9500-67. Edward W. Korbel, Manager.

In our slow way we stumbled on some statistics the other day that rocked us back on our heels. One set was in Jack Martin's report of the national rug cleaners' convention in Boston last month. Boston families have been so well educated, it is reported, that 30 per-

### Look at Those Rugs!

cent of them have their rugs cleaned. This contrasts with the accepted average of 10 per cent of the families in the United States as a whole.

Another batch of figures brought out the fact that in 1948 the per capita cost of rug cleaning in Washington, D. C., was \$1.20. On the other hand, several states admitted to rug cleaning volumes amounting to two cents a head.

Darned if we won't let the gentle reader figure the answer to this one!

Nonmembers of the National Institute of Cleaning and Dyeing have a chance to partake of a popular NICD service, for "just this one time." NICD's management office has made it possible for any drycleaning plant to receive a copy of the averaged cost bulletin for drycleaning plants in 1951. The only requirement is that the drycleaner send a statement of

### NICD Cost Bulletins

his own costs to Robert E. Cowie, head of the Management Engineering Department at the NICD. These figures will be kept absolutely confidential.

In return, the drycleaner will receive a copy of the cost bulletin when compiled. In it the reports are averaged according to plant size. Thus, the contributor can compare his own figures with the average shown in the bulletin for plants the size of his. The figures are also averaged according to ten different locations in the country. A plant in Georgia can stack its costs up against the averages for Southeastern plants, an Iowa plant against those in the north Midwest, or a Nevada plant against others in the far Southwest.

All it requires is cooperation with Bob Cowie. If you have the blank, fill it out and send it in. If not, write and he'll send you one.

Talking about statistics, we read some population forecasts the other day. One was to the effect that the population of the United States would likely be 180 million by 1960. Looks like if you could just hang on for a few more years we'll grow enough

### Future Market

new customers to make you prosperous.

Course that's what the government's spend-and-lend boys are counting on to get us off the hook. Trouble is, there's a limit even to what a swelling population can pay for!—W.R.P.

## for Lipstick and Lacquer

Expert spotters select PYRATEX for those really obstinate stains which do not respond to even the best paint remover. Straight PYRATEX is unusually effective in the removal of lacquer, fingernail polish, airplane dope and all the other stains which resist paint removers because of their collodion content.

Equal parts of PYRATEX and SOLVENT make the most economical **dry spotter** for paint-oil-grease.

Equal parts of PYRATEX and WATER make the most economical **wet spotter** for paint-oil-grease.

Order a case of PYRATEX from your favorite jobber and write to us for free copy of treatise titled "Lipstick Loads."



BUY PYRATEX  by the case and save



561 WEST MONROE ST.,  
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When you order from your jobber in the original 4-gallon case, you take full advantage of the saving made possible by our mass production and distribution in this standard package.

If you order less than a case you automatically increase your jobber's cost of handling, packaging, delivering and billing, at least a portion of which he must pass on to you. Save 35¢ on each gallon you use by ordering in the standard 4-gallon case.





"THE GREATEST BUSINESS  
STIMULANT WE'VE EVER TRIED!"



## KIDDYKOLOR GARMENT BAGS

Now being used with  
amazing success by  
alert cleaners all  
over the country



### CHILDREN BEG FOR THEM

Take the advice of enterprising cleaners who use KIDDYKOLOR bags regularly and you, too, can boost sales to an all-time high. Here's why:

Every bag is like a page from a giant color book. Children beg for them . . . and mothers respond with more cleaning orders. Kiddies spread the news to relatives and neighbors . . . and your list of new customers grows rapidly. In other words, you are

practically certain to profit substantially from the extra advertising and sales-boosting value that KIDDYKOLOR bags offer. There's a wide variety of subjects from which to choose and new illustrations are printed regularly to maintain constant appeal. Sold on exclusive basis. Free newspaper ad mats and handbills available for tie-in promotion. Write, wire or 'phone for samples and prices today.

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**EXCELSIOR one operator silk finishing system  
actually pays BIG rewards... and here's how**

It's simple mathematics. Divide your operators salaries in half! You'll actually save over \$5,000 in salaries alone in less than 2 years! And, you'll go on reaping benefits for the minimum 20 year life of this system. And mind you, Excelsior not only saves on salaries, but increases profits through better, lower cost, production. In hundreds of leading plants from coast to coast where Excelsior "One Operator" Silk Finishing Systems are in use, one operator now does more work... better work... than two operators formerly did with outmoded finishing systems. Modernize your plant and start reaping the rewards of lower cost... greater volume... higher profits. Investigate now!

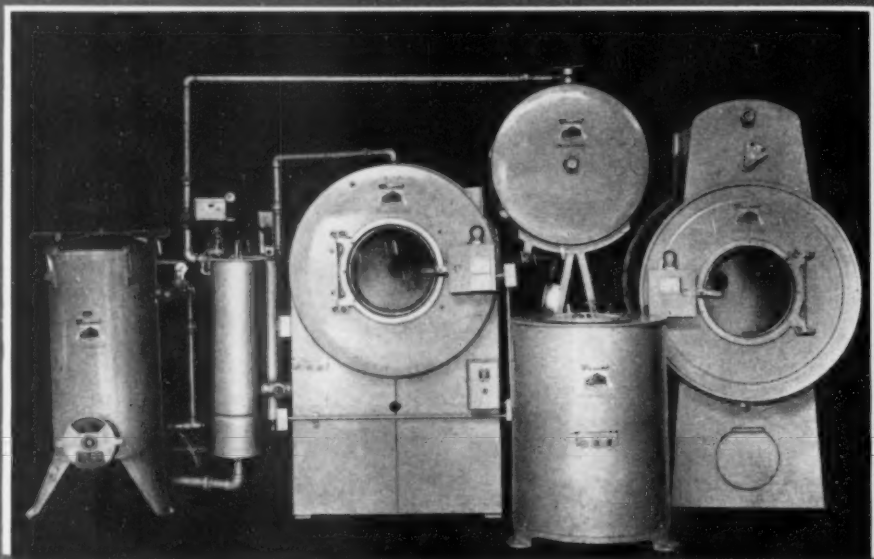


U.S. PAT.  
NO. 2490618

## EXCELSIOR MACHINERY COMPANY

1454 RANDOLPH ST. • DETROIT 26, MICH.

*Distributors in Principal Cities*



# Hammond *Atomic* DRYCLEANING UNIT

"TODAY'S PROVEN ANSWER TO BETTER DRYCLEANING"

## SPECIFICATIONS

**T**

HE Hammond "Atomic" Drycleaning Unit meets every demand for the modern drycleaning plant. By far the fastest and most complete cleaning unit on the market. The fully automatic controls will increase your output with less man hours and lower cost. Its streamlined design saves you floor space and lost motion. All this plus the exclusive drive and reverse system makes this unit your smartest and most economical buy of 1952.

- Hammond Atomic 10 or 20 Suit Open End Washer—30 or 60 pound
- Hammond patented Manel vacuum filter—1000 G.P.H. or 2000 G.P.H.
- Motored pump, prefabricated piping and all valves for complete hook up.
- Hammond Wizard Extractor—20" or 26"
- Hammond 36 x 30 Master Endor tumblers
- Horizontal cradled storage tank with magnetic level gauge
- Extractor solvent recovery unit
- Available with either manual or fully automatic controls
- Complete hook up between Washer, Filter and Storage Tank

for further information Write—Wire—Phone

SINCE 1911  
**Hammond**  
LAUNDRY-CLEANING MACHINERY CO.

WACO, TEXAS



## don't let your boiler push costs SKY HIGH!

To pull overhead costs down from the clouds, check on your old boiler. If it's not delivering a dollar's worth of steam . . . dry steam . . . for every dollar you spend, it's high time you switched to a COLUMBIA HRT\* Oil-Fired Boiler. Tests show that a Columbia Boiler delivers more steam per dollar invested and more steam per dollar spent for fuel. What's more,

the initial cost is surprisingly small. Why not drop us a line and ask us to explain how the high efficiency and low maintenance costs of a Columbia Boiler can save you real money. No obligation, of course.

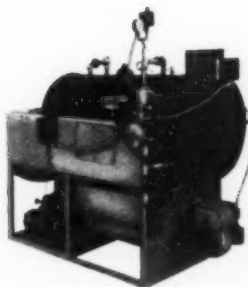
qualified Dealers in most principal cities

Manufactured by

# COLUMBIA BOILER COMPANY

Main Office and Plant, POTTSTOWN, PA.

Manufacturers of Columbia Oil Burners



\*Horizontal Return Tubular Type

### COLUMBIA HRT\* OIL-FIRED BOILERS

Complete high pressure steam power plants from fractional to 15 horse power units for oil firing, suitable for any make of gun-type oil burner, adaptable to any type of feedwater system.

## LETTERS to the EDITOR

### Festive Shirt Unit



Dear Editor:

Our girls are so proud of the Christmas decorations of their shirt unit that they asked me to have it published. As a challenge to any other decorated unit—I believe they've won.

L. J. COWAN

Manager, Keystone Laundry and Dry Cleaning Co.  
Greensburg, Pa.

### Reference Books for Cleaners

Dear Editor:

Every now and then in calling on drycleaners someone asks for information or literature pertaining to minor alterations and repairs. Up until the present time I have not been able to find any books or pamphlets which do a good job of illustrating or instructing a person who would like to learn or improve what they do know about altering or repairing men's and women's garments.

If you could furnish me with some references I would certainly be grateful.

MIKE KORZUK

Silver Spring, Md.

Field Service, NICD

This year, for the first time, our Guidebook has a bibliography of books that pertain to or would be of assistance to drycleaning and drycleaners. Among them is "Alterations of Men's Clothing" by David Carlin. It can be obtained from Fairchild Publications, 7 E. 12th St., New York City, and the cost is \$5. A smaller booklet, "Profitable Alterations," is available from this publication at 50 cents.

Incidentally, if you are looking for other books that may be of assistance, they are listed on Page 114 of our February issue.—EDITOR

### Crusade Against Unserviceables

Dear Editor:

I am enclosing copies of mimeographed letters which I am going to send to the buyers of all department stores in the Philadelphia area.

The problem of faulty merchandise has been the subject of a *crusade* on my part for some time and I

feel that by stopping the *buying* of such merchandise at the source, the public and the drycleaning industry will benefit immeasurably.

Your comments and cooperation in getting the movement under way throughout the country will be appreciated.

WILLIAM EDELSTEIN

Chesterham, Pa.

Chesterham Cleaners & Dyers

Your "crusade" against unserviceable merchandise is to be heartily recommended. The National Institute of Cleaning and Dyeing and the National Retail Dry Goods Association have been cooperating fully in an attempt to educate both the fabric manufacturers and the department and specialty shops on the subject of such merchandise but it is a long uphill pull without cooperation from the individual drycleaners.

In the preparation of the material that you are submitting to the department stores in Philadelphia, you might find it expedient to use some of the consumer leaflets that Dr. Lyle has been preparing for the NICD, which are available to members at a moderate cost. This printed material is colorful and is usually illustrated in a pleasing manner.

In the meantime, it has been the experience of many drycleaners that written or printed approach to department store buyers is not too effective unless some personal contact is also established. There is a turnover in buyers among department stores that is comparable only to the turnover of spotters in an average drycleaning plant. Therefore, just as quickly as one buyer is "educated" he moves on to some other city or some other job and a new man comes in who has no knowledge of what has gone before. If you are making personal contacts with these buyers, you have the opportunity to learn of a change and to get to the new man or woman as early as possible.—EDITOR

### Norwegian Plant All-Modern



Dear Editor:

We would like to tell you that your inspiring magazine has been very useful to us during the last years.

Our new plant is now in use and we not only got addresses of machinery manufacturers from your paper but also how to place the different departments.

Our plant of 2,000 square meters is today very modern and, thanks to American machinery, also a nice place to work.

W. KAHRS, JR.

With, Kahrs Kemisk Renseri & Farveri  
Bergen, Norway

Here's a better way to

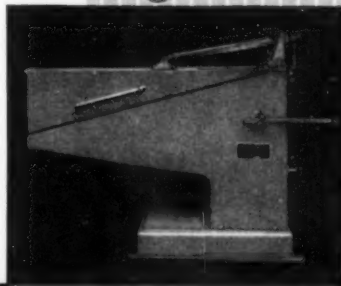
# Shape Pants

*Do it in a hurry!*

with the

## HUEBSCH ALLWAY PANTS SHAPER

When you have to shape pants—or winter or summer slacks—do it the *fast* way—the *easy* way—the *safe* way. Do it with the Huebsch *Allway* Pants Shaper—the modern way of scientifically restoring original shape and size to washed garments. The Huebsch *Allway* steams pants or slacks *inside* and *out*—while properly applied weights gently resize and reshape length, calf, thigh, seat, crotch and waistband.



**STEAMS and SHAPES  
A PAIR A MINUTE!**

*That's right!* Dry cleaners and laundries report that they actually steam and shape more than 60 pairs of pants or slacks per hour with the Huebsch *Allway* Pants Shaper! And they also say that pressing time is *cut in half*—because, in addition to reshaping, the *Allway* also straightens out seams and pockets!

Shown above are open and closed views of the Huebsch *Allway* standard model. Also available with special hot air blower attachment for faster drying.

● Ask your Huebsch representative for complete details—or write Huebsch Manufacturing Company

**HUEBSCH**  
Originators

### INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper  
Automatic Valves • Feather Renovator • Double Sleeper • Collar Shaper  
and Ironer • Garment Bagger • Cabinet and Garment Dryers  
Washometer • Spring-Type Filter

HUEBSCH MANUFACTURING COMPANY, 3775 N. Norton St., Milwaukee 1, WI.

Product of THE AMERICAN LAUNDRY MACHINERY CO.

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### HANGER PROTECTORS with a SALES MESSAGE

Choice of 50 different ads for  
seasonal and general pro-  
motion.

as low as

**\$3.25 per M**

in quantity

Your name, address and  
phone number slightly higher



### GARMENT RACKS



6 ft. long, 5 1/2  
ft. high with set  
of 3" rubber  
swivel casters.

Write for prices  
on new and  
chrome pipe

### SPECIAL...

PAINTED  
RECONDITIONED  
PIPE

**\$12.50**

#### EXTRA CASTERS

3" set—\$4.50

4" set—\$6.50

### FLUORESCENT LIGHTING



Double 48"  
Industrial Fixture

only **\$11.00**

Built-in switch included

Write for information on Slimline  
96" fixtures or any other styles.

Write  
for  
Complete  
Index

**CLEANERS SALES AND EQUIPMENT CORP.**

201 WASHINGTON STREET

NEW YORK 7, N. Y.



THERE'S MORE DIGESTING POWER IN A POUND OF



*that's why*

it's the surest-acting •

the fastest acting •

and most economical •

of all digesters •

You can't beat  
the combination of  
superior quality plus  
more concentrated  
strength.

Most cleaners are using RSR and know from experience that they can put through many more jobs with a pound of RSR . . . and be sure of consistently better work as well.

WALLERSTEIN COMPANY, INC. • 180 MADISON AVENUE • NEW YORK 16, NEW YORK



# BUCKEYE

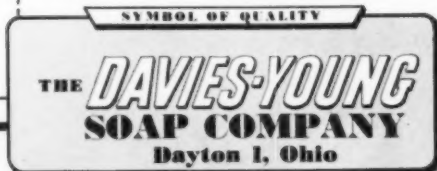
THE DAVIES-YOUNG SOAP CO.  
Box 995, Dayton 1, Ohio  
Please send me FREE SAMPLE of Buckeye  
Pre-Spotter.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



N.C.D. 352

Write Today For Your  
FREE SAMPLE



Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

## You can do

a better job, effectively and safely, removing perspiration, and obstinate soils and stains from silks, rayons, Celanese and all fabrics. You can do . . .

## what others

for more than a quarter of a century have done for successful pressurized spray spotting, pre-spotting and hand brushing. You can do what others . . .

## are doing

to leave garments odorless and washer solutions unchanged. It is 100% soluble in petroleum. You can do what others are doing . . .

## to SAVE!

Dry cleaners from coast to coast use this always-safe, always-sure pre-spotter to save spotting and re-run costs!

# PRE-SPOTTER

**Rogers Cleaners**  
COMPLETE CLEANING SERVICE

Phone 4-8887  
880 E STREET  
San Bernardino, California  
November 30th, 1951

Paul C. Shaw Company, Inc.  
6201 South Main Street  
Los Angeles 3, Calif.

Dear Sirs:

We installed an air-operated AJAX Dry Cleaning Press the first of September, to solve the problem of getting more volume without making changes in our production line, and with our limited boiler capacity.

The most accurate way we have to evaluate the results is by the pay records, which are on an incentive basis. The operator using this new press has not failed to make a bonus during the past eight months.

We have now had the press in operation for three months, or thirteen weekly pay periods. Her earnings and, therefore, the PRODUCTION DURING THIS PERIOD SHOWS AN INCREASE OF 24.9% over the previous three months period. This would cover the initial period of becoming familiar with the new equipment.

The month of November shows an increase over the last similar pay period, covering the manual operated equipment of 35.5%. At our price of \$1.10 per garment, this would produce \$772.00 additional retail volume.

The girl operator only weighs 106 lbs., and she is pressing men's and ladies suit coats and sport shirts. She has a steam air finishing machine for men's coats only.

Needless to say, both the operator and we are extremely satisfied with these results and anticipate converting the rest of our finishing equipment.

Yours very truly,

ROGERS CLEANERS

*Rogers Cleaners*  
Rogers J. Wiegman

B.W./ed.

# AJAX

## PRESSES

### Literally Pay for Themselves!

#### SAME OPERATOR TURNS OUT 25% MORE WORK

Lucille F. Lugo, left, operator of the new air-powered AJAX dry cleaning press for Rogers' Cleaners, San Bernardino, California, increased her earnings and boosted plant volume 25% after manually-operated press was replaced. (See letter from her boss, Roger J. Wiegman, at left).



It will pay YOU to investigate the profit-proven advantages of AJAX dry cleaning presses.

#### Check these exclusive AJAX features:

- ALL-STEEL CONSTRUCTION
- COMPACT DESIGN
- FIVE BUCK STYLES
- AIR OPERATION BY HAND PUSH BUTTONS OR BY FOOT PEDAL
- CLAMP MOUNTED, DETACHABLE VALVES



**WESTERN LAUNDRY PRESS CO.**

609 South Fifth West — Salt Lake City 4, Utah

Manufacturers of AJAX Presses since 1929



#### AIR DOES THE WORK

Operators agree: New air-operated AJAX dry cleaning presses are faster, smoother, easier to operate . . . give finer finishing with less fatigue.

Write for FREE Folder

## SIGNS of the TIMES

### DEFENSE DATA

**Price adjustments in the service trades** have been substantially liberalized by Amendment 2 to CPR 34. In recognition of cost accounting problems peculiar to the service trades, including drycleaning and laundry, OPS concedes that it would be too difficult to determine exactly cost increases or decreases as called for by the Capehart Amendment.

Basically, the difference in the amended order is that applications for price increases are no longer to be judged on the basis of substantial financial hardship but on impairment of normal pre-Korean earnings. Also, OPS will take into account changes in sales volume, which were previously ruled out as a basis for consideration.

Applications for price increases must be made on OPS Public Form No. 43, Revised, which is available at OPS regional or district offices. Applications are to be made to district offices, unless the business is carried on in more than one OPS region. In that case they must be made to the national office of OPS in Washington.

**Rules on compensation of salaried employees** have been incorporated in one document, revised General Salary Stabilization Regulation 1. It provides a general set of rules for compensating the bulk of salaried workers; that is, those who are paid on a straight salary basis and whose conditions of employment are similar to those of wage earners under WSB jurisdiction.

No major changes are made in the revised regulation, except to simplify the original merit and length-of-service increase provision.

Regulation 5 regulates increases in the compensation of outside salesmen and other employees who receive commissions on sales. In general, the regulation does not permit an increase in commission rates, but mainly in adjustments in drawing accounts or salaries chargeable against commissions.

Rules for increases to driver-salesmen have not yet been issued at the time of writing. The Salary Board has announced that these would be subject to the same regulation that may be adopted by the Wage Stabilization Board, so as to give like treatment to all driver-salesmen. The two boards will work together in studying the problem, to gain uniformity.

**Virtually no commercial construction** will be approved in the second quarter of 1952, according to NPA. Drastic shortage of structural steel and shortages of other controlled materials are given as the reasons. Of all applications for construction other than strictly defense, 73.4 percent were denied in the first quarter of 1952, as against 63 percent denied in the last three months of 1951.

**Repair, maintenance, operating supplies, installation and capital additions** have been made somewhat easier to get under MRO quotas, according to an amendment of CMP Regulation 5. Previously, the combined minimum quarterly quota for combined MRO and minor capital additions was \$1,000 a quarter. The amended order sets up separate minimum quarterly quotas of \$1,000 each for MRO supplies, minor capital additions

and installations. The definition of minor capital additions has been extended to include replacements, and the quota raised from \$750 to \$1,000.

Installation is defined as the setting up or relocation of machinery, fixtures or equipment in position for service and connection to existing service facilities in an existing building, where the total cost of all materials involved does not exceed \$1,000. Controlled materials for a complete installation cannot exceed 2 tons of carbon steel or 200 pounds of copper, nor can it include any aluminum, stainless steel or alloy steel. The regulation distinguishes between such installations and construction, which is governed by NPA Order M-4A. Such an installation would be construction if it were made in connection with the erection or extension of a building.

**Lowered ceilings on soaps, cleansers and synthetic detergents** for all uses are established by a recent revision of CPR 10. The cut in ceilings makes official a decline in actual current selling prices for these products.

**Scrap remains the most serious problem** confronting the defense program today, NPA asserts. Drycleaners are urged to go through their plants for every unused and unusable bit of obsolete equipment, parts, fixtures or any other metal scrap, and turn them in to a scrap dealer. They should have certificates, obtainable from machinery manufacturers' representatives or from the Laundry and Cleaners Allied Trades Association, signed in duplicate by the scrap dealer, and send them in to the LCATA at 95 Liberty St., New York, N. Y., so that the industry will be credited with its scrap contribution.

The LCATA and LDMMA report collections, from the start of their campaign in the middle of 1951 to the end of the year, of 11,381,117 pounds of iron and steel scrap. During that period 81,598 pounds of copper and brass, 25,231 pounds of aluminum and 156,634 pounds of stainless steel scrap were collected from manufacturers and users of drycleaning and laundry equipment.

**About 75 injunctions** against service trades establishments, including drycleaning plants and laundries, had been filed by OPS up to the end of January, for failure to keep and file records and reports as required by CPR 34. A number of service establishments have had to pay single, double or treble damages as a result of overcharges, and to make restitution to customers.

Service establishments must not only post ceiling prices in a conspicuous place, but must keep records showing the prices, rates or pricing methods used during the base period.

**OPS has appointed** William P. Drake, vice president of the Pennsylvania Salt Manufacturing Company, to the post of director of the Rubber, Chemicals and Drugs Division of OPS. As Pennsalt vice president in charge of sales, Mr. Drake has headed the company's nine sales departments.

The Pennsylvania Salt Manufacturing Company has received a certificate of cooperation and a letter of ci-



# YES! ANY PRESS

can revitalize all garments...all textures...all weaves...if it's equipped with a

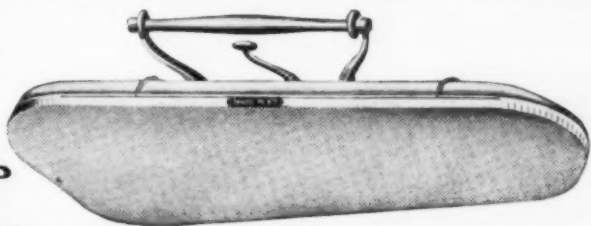
## Fabric!

## renewing

### DAVIS PRESS PLATE

THE ONLY PLATE THAT LIFTS THE NAP AS IT PRESSES!

Put a Davis Press Plate on each of your presses and see the difference. The exclusive fabric-renewing feature revives the fabric as you press it and brings new life to the garment. You'll see a difference in your production too, from the faster-heating, faster-drying aluminum. Aluminum is critical...ask your supplier for new Davis Press Plates today!

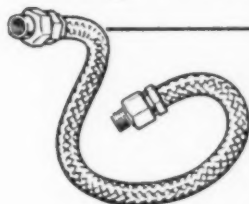


YOU WOULDN'T DRIVE  
WITHOUT A SPARE TIRE



### ORDER A SPARE PLATE NOW!

Hoffman XC05, XC07, Pantex 45, New York 42, Butler 40, 42, 45 and other  
36" to 46" models.....\$14.85  
Mushroom models.....\$11.00 47" to 54" models..... 19.25



## Order that spare HOSE now too!

Davis Uniflex Leak-Proofed Hose is the hose with the LEAK-PROOFED fitting

ORDER FROM YOUR SUPPLIER TODAY

Don't take chances! Keep a spare set of Davis Uniflex Hose on hand for every press and be prepared for emergencies. Only Davis Hose has the mirror-smooth surface on the fitting, permitting an absolute seal. Has no packing or brazing, therefore no leakage. Order today!

**Davis**  
SPECIALTIES, INC.

MANUFACTURERS • CHICAGO 24





tation from the Economic Cooperation Administration for its part in ECA's productivity and technical assistance program.

**No need for a military plant for drycleaning and laundry at the Lackland Air Force Base in San Antonio** was revealed by a survey made by representatives of the Air Force and the Office of Civilian Requirements. The survey covered every drycleaning and laundry plant in the area, showing that there was more than adequate capacity in existing facilities.

As this survey was the first of its kind in the present emergency, it is expected to set a precedent for the use of similar methods to determine available drycleaning and laundry capacity in the vicinity of other military installations.

##

**Tax Data for the Small Business:** The Business Information Service of NPA has issued Small Business Aid No. 519, giving basic tax information for the small business. It discusses taxation in relation to the form of the business organization, federal income taxes for individuals and corporation, tax withholding, the excess profits tax, social security taxes, and various other federal, state and local taxes.

Copies of the bulletin are available free from the Division of Printing Services, U. S. Department of Commerce, Washington 25, D. C., or from Department of Commerce field offices.

##

**Education on Wheels:** At the first annual homecoming day parade of the School of Technical Training, Oklahoma A. & M., in Okmulgee, the float entered by the drycleaning school won the prize for being the "most educational." Entered in a field of 30 floats represent-



ing the different departments, the drycleaning float was designed and built by the students. In action, it featured one student standing in a barrel while three others ironed, dunked, and flapped the clothes on the line.

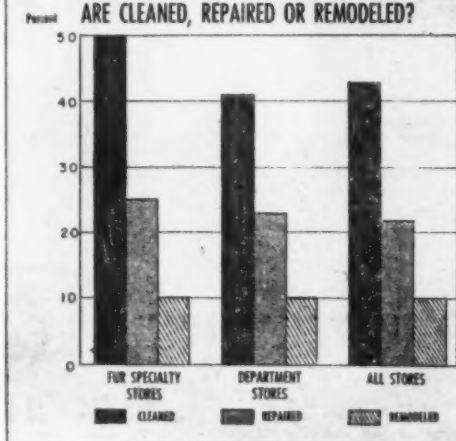
On the float are students Dale Chessier, Bill Green, Shigern Hatton and E. L. Massey.

##

**Fur Servicing Survey:** Some interesting figures were revealed by a survey of fur servicing operations in 1951 made by *Women's Wear Daily*, the leading trade paper in the women's apparel field, and reported in the January 14 issue of that publication. The survey covered department stores and fur specialty stores.

Both types of stores reported that only 10 percent of all fur garments brought in for storage were remodeled. This low figure was attributed chiefly to the

# WHAT PERCENT OF FUR COATS BROUGHT IN FOR STORAGE ARE CLEANED, REPAIRED OR REMODELED?



Reprinted by permission of *Women's Wear Daily*, 1/14/52. Copyright, 1952, *Furnishings News Service*.

increased cost of remodeling work, due to high prices of skins during the winter and early spring of 1951. It is expected that currently lower prices of furs will make it possible to offer fur remodels at prices more acceptable to customers. Some fur men also felt that the conversion of old fur coats to fur-lined cloth coats during the past few years has cut into remodeling volume.

In fur repairs, fur specialty stores reported repair work done on 25 percent of stored garments, while department stores repaired 23 percent of stored garments.

For all stores answering the survey an average of 43 percent of stored garments were also cleaned. Fur specialty stores cleaned 50 percent of stored furs while department stores cleaned 41 percent. The breakdown showed a great variation in the percentage cleaned by individual stores, indicating the importance of intensive promotion of this service.

The survey also covered the average sales check in fur servicing departments. The average for all stores reporting was \$13.15; with a figure of \$13.50 for specialty stores and \$12.80 for department stores.

The consensus of fur service men, as reported by *Women's Wear Daily*, is that fur servicing in 1952 will have to be aggressively sold. While some fur men believe that a difficult fur sales year, like the present, brings an increase in fur servicing demands, others feel that when customers have little money to spend, both fur sales and services decline at the same time.

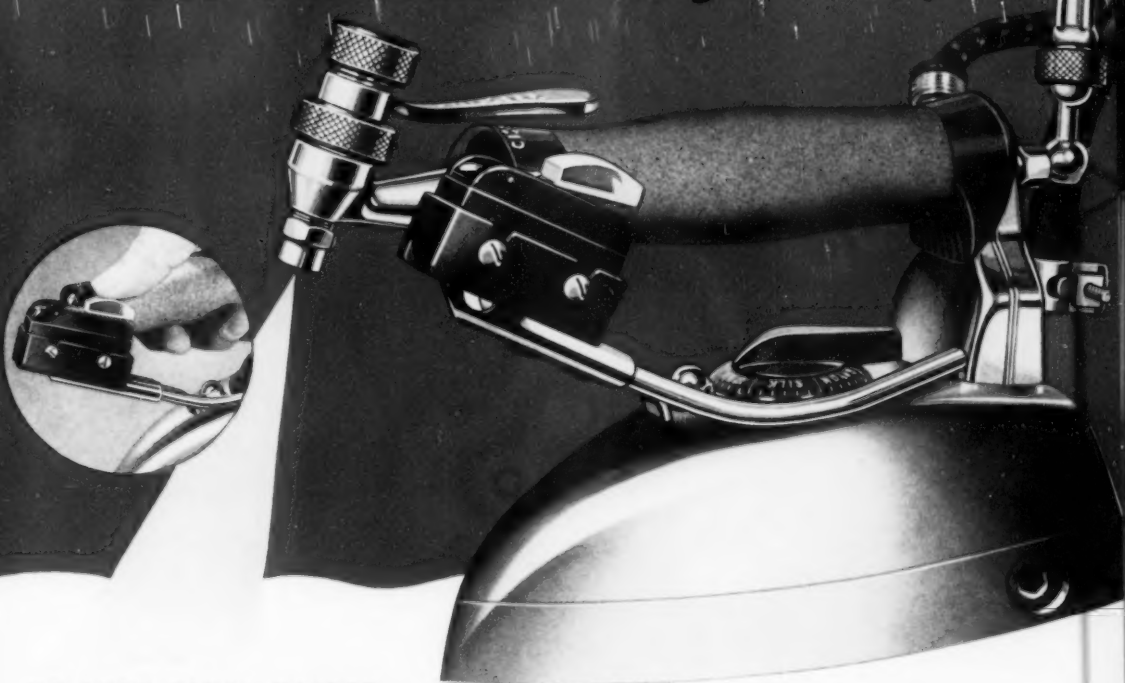
Three general conclusions were reported: First, storage volume is expected to hold up to 1951 levels, although it will take a good deal of selling to convince women of the necessity of storing "small furs." Second, remodeling is expected to do well, especially the restyling of fur coats into capes, with retail prices ranging from \$55 to \$100 for most furs, more for mink and other let-out work. Here it is believed the shortage of spending money for new furs means a greater potential remodeling market. Third, not much change is expected in repair business, since skin prices have not gone down enough to make much change in the retail prices that must be charged for repairs.

(Continued on page 122)



# So Smooth!

over a wide work range.



## NO FOOT PEDAL NEEDED

A feather touch of thumb control releases steam instantly . . . OPERATOR IS FREE FROM A STATIONARY POSITION . . . can stand on both feet and move back and forth along complete working range of board. The result: LESS EFFORT, LESS FATIGUE AND INCREASED PRODUCTION. Here's perfection in a steam-electric iron—everything you would expect from the world's leader—CISSELL. Fully-tested, fully-proved Solenoid magnetic valve operation, air-cooled for continued use . . . valve is PACKLESS—no parts to cause trouble. Available with or without the famous Cissell Water-Spray Gun.

3 lb. or 6 lb. Steam-Electric Iron with Electric Thumb Control, Water-Spray Gun and Chamber Assembly, A.C. \$95. (Same without Water-Spray Gun, \$80.) F.O.B. Louisville, Kentucky.

The Chamber Assembly includes Pilot Light, Switch, plug-in connection for iron and fully-tested, fully-proved Magnetic Valve Control! (Assembly for Cissell Steam-Electric Iron with Electric Thumb Control and Water-Spray Gun includes Condenser.)

# Cissell

**STEAM-ELECTRIC IRON  
WITH ELECTRIC THUMB CONTROL**

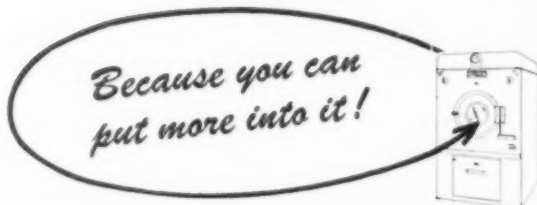
*Consult Your Jobber*

W. M. CISSELL MANUFACTURING CO., INC., 831 S. FIRST ST., P.O. BOX 1143—LOUISVILLE, KY.

Pacific Coast Office—4823 W. Jefferson Blvd., Los Angeles—Foreign Distributors Write Export Dept.—Cable Code: CISSELL



*You get more  
out of it . . .*



*Because you can  
put more into it!*



## 42x42 GROSSAIR OPEN-END TUMBLER

Introduced only a little over a year ago, the 42 inch GROSSAIR TUMBLER is considered to be the greatest contribution to the dry cleaning industry since the introduction of black metal. Exclusively designed to balance great volumes of heat and air for drying and dissipating solvent vapors, the GROSSAIR 42 x 42 TUMBLER affords greater capacity . . . faster drying . . . and more complete deodorizing.

You'll find it's easy to turn GROSS into NET!

### Only GROSSAIR has all these features:

- Built-In Removable Lint Trap
- Specially Designed Suction Air Fan
- AeroFin Seamless Non-Corrosive Copper Tube Heating Elements
- Solid Steel Plate Trunnion Cylinder Support
- Built-In Removable Air Filter
- Scientifically Balanced Baffled Air Control
- Finger Tip Automatic Front Control Dials
- Double Shell for Longer Heat Retention
- Dual Trunnion Bearings—2½ Tons Capacity



Founded 1925

### GROSS MACHINERY CO., INC.

*Originators and Manufacturers of the World's Finest Dry Cleaning Equipment*

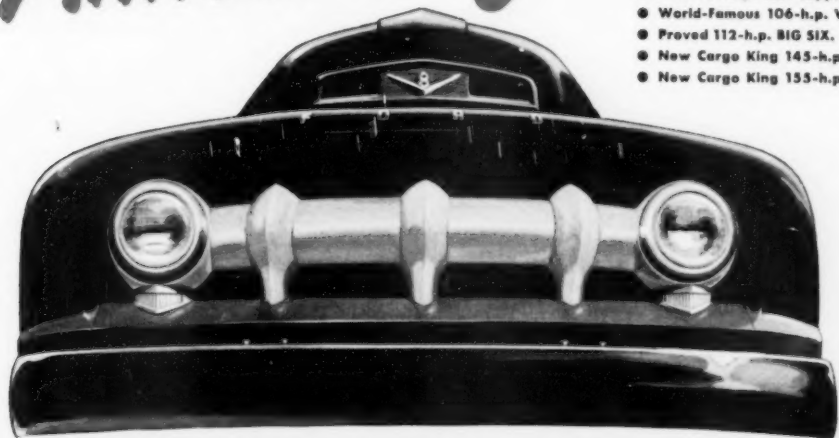
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for more details

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# Announcing



## NOW! FIVE GREAT FORD TRUCK ENGINES!

- New 101-h.p. Cost Clipper Six.
- World-famous 106-h.p. V-8.
- Proved 112-h.p. BIG SIX.
- New Cargo King 145-h.p. V-8.
- New Cargo King 155-h.p. V-8.

# New FORD TRUCKS for '52

Engineered for modern, low-cost Speed Hauling

**NOW FIVE** great Ford Truck engines permit better "tailoring" of truck power to your specific hauling job! Over 275 series power combinations. Only FORD in the low-price field gives you so many power choices, series for series, in  $\frac{1}{2}$ -ton to 3-ton trucks!



### 3 NEW ULTRA-MODERN HIGH-COMPRESSION, LOW-FRICTION, OVERHEAD-VALVE ENGINES!

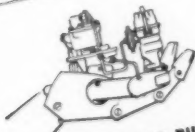
New Ford short-stroke Low-FRICTION design saves up to 14% on gas! Two V-8's, one Six! Fully-proved! High-compression punch with regular gas!

Availability of equipment, accessories and trim as illustrated is dependent on material supply conditions.

EVERY drop filtered  
EVERY time around



**NEW FULL-FLOW OIL FILTER**  
Ford's new Full-Flow oil filter removes harmful dirt and abrasives from every drop of oil. Result: engine life is prolonged, ring and cylinder wear reduced.



### IMPROVED POWER PILOT

Another Ford exclusive in the low-price field! This proved fuel-feeding and fuel-firing system gives you the most power from the least gas.

See "Ford Festival" starring James Mullon on NBC-TV

## FREE

MAIL THIS COUPON TODAY!  
FORD Division of FORD MOTOR COMPANY  
3282 Schaefer Road, Dearborn, Michigan

Please send me without charge or obligation, complete details on the new Ford Trucks for '52 and the 5 great Ford Truck Engines!

Full Line ☐ Light Models ☐ Heavy Duty Models ☐ Extra Heavy Duty Models ☐

Name \_\_\_\_\_ (Please print plainly)

Address \_\_\_\_\_

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Check here if student ☐

## BUSINESS BUILDERS

### Cleanin' of the Green

IT'S THE TOP OF THE MORNING!  
TIL AS SURE AS YOWIE AWARE  
ST. PATRICK'S DAY

Will Be Acornin' This Saturday  
To be sure  
And we're reminding ya  
To keep us be thinking of  
DOLLING UP

It's a shame we'll be green! We  
Trust'll be wearing the COLOR!  
Come this Saturday

Monday—Tuesday—Wednesday  
Any solid color  
**KELLEY GREEN**  
Dress Sweater Skirt Shirt Tie  
CLEANED FREE  
—No extra charge—  
—Just Phone 3-1-1

**O'SPIEGELS**

GREEN tracks will pick  
them up for you—  
It's only the best of service  
that we're offering to ya  
The workmanship first class  
to be sure  
And it will pay so to keep in mind  
It's a Day Cleaning Time!  
TIL ONLY 2 WEEKS TO EASTER!

A humorous holiday promotion put on last St. Patrick's Day by Spiegels Cleaning Service in Plattsburg, New York, is explained in the accompanying ad. The original was 3-column wide by about 13½ inches deep.

The copy explains that the offer of free cleaning for a green item—solid-color dress, sweater, skirt, shirt or tie—is limited to Kelly green and to garments sent in with a cleaning order.

The temporary change of name from Spiegels to "O'Spiegels" provoked a good deal of ribbing, the owners report. The entire idea was widely discussed in the town and proved one of the firm's most successful promotions.

get out the selling sample and ask the customer to examine the work, then suggest that he look through his work trousers or dress trousers and see which need pocket repairs.

Mr. Roubique says this stunt has not only brought in hundreds of work trousers for pocket and other repair but it has boosted cleaning volume.

### Bunny Family Heralds Easter



### Sample Sells Pocket Repairs



A pair of worn work pants with two hip pockets on each side, the second pockets serving as selling samples, is boosting paid-alteration volume for White Star Cleaners of Baton Rouge, Louisiana.

Some time ago owner J. J. Roubique decided to make up selling samples for his plant store and each of the branch stores. Using a pair of worn work pants with one hip pocket needing a whole-pocket replacement and the other a half-pocket repair, he had a second pocket put it just below each. One is a full pocket, one a half pocket, to show just what can be done by replacing the worn pocket.

The counter girls do not wait for customers to bring in trousers which need pockets replaced. They



Holiday window displays are as important for the drycleaner as for the department or specialty store, in the opinion of Russell Cuoco. The plate-glass front of the Russell Cleaners & Dyers store on a main business street of New Orleans is regularly decorated for Christmas, Easter, the Fourth of July, Halloween, Thanksgiving, the back-to-school season and Mardi Gras.

The photographs show part of the elaborate display Mr. Cuoco set up last Easter. At top is "The Family on Easter Parade." The rabbits in the bottom view are resting on spun-glass clouds scattered with small Easter eggs, with a mammoth silver egg in the background. The framed display of baby chicks and multicolored foil eggs at the left gives a diorama effect. Indirect lighting inside the frame is focused on the background of crinkled foil, producing shafts of varicolored light in the store and through the glass on to the sidewalk.

**BIG VOLUME**

**"BUSINESS BUILDERS"**



**Troy**  
**OFFERS COMPLETE LINE**  
**of Drycleaning Equipment**

Now is the time to replace obsolete equipment and plan for added volume. Turn to Troy, whose 83 years of experience is your assurance of satisfaction. Troy's complete line includes the Electroclene unit (above), tailor presses, boilers, air vacuums, puffers, spotting boards, wetcleaning equipment, and all necessary accessories.

**LET TROY HELP YOU PLAN**

The layout pictured above is but one of the many possible plant arrangements. Troy engineering service is available without charge to help you plan the most efficient layout for your plant.

**WRITE FOR DETAILS AND PRICES**

**TROY LAUNDRY MACHINERY**

**DIVISION OF AMERICAN MACHINE AND METALS, INC.**  
**EAST MOLINE, ILLINOIS**

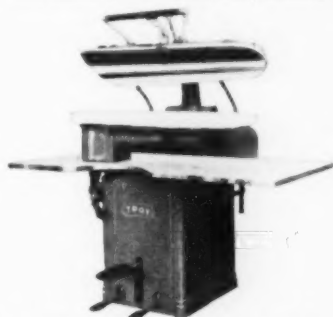
*Sales and Service Offices in*

**NEW YORK • BOSTON • ATLANTA • WASHINGTON, D. C. • CHICAGO**  
**LOS ANGELES • SAN FRANCISCO**

**TROY ELECTROCLENE  
DRYCLEANING UNIT**

For use with all types of petroleum solvents. Unit illustrated has capacity of 60 lbs. dry weight per load. Left to right, Troy Electroclene Washer, Troy-Olson Filter with vacuum button trap (behind washer), Troy Minute Man Extractor, above-ground tanks (behind extractor), Troy-Mercury Tumblers. Included in the unit, but not visible, are supply, circulating and still pumps and Troy-Olson Still with moisture separator.

With petroleum solvents in plentiful supply and readily available, this Troy Electroclene Drycleaning Unit is ideal to install NOW. Available with capacities from 35 lbs. to 200 lbs. dry weight per load. All machines are individually motor driven and have explosion-proof motors and controls plus complete safety features.



Troy-Loyal tailor presses are available in 21 different models for finishing all types of garments.



*Like* St. Petersburg, Florida and  
the National Midwinter Rifle Meet



# STOD-SOL

and STOD-SOL Test Bundle Service

## GO TOGETHER



Drycleaners the nation over score bull's-eyes against competition when they standardize on Stod-Sol and Stod-Sol "Test Bundle" Service. Together, this combination can help you shoot holes in problems with "special attention" garments, and set new records in quality and customer satisfaction. If you are interested in greater efficiency and profits, ask your nearest Stod-Sol distributor for details.

140-F.



**ANDERSON-PRICHARD OIL CORPORATION**



**OKLAHOMA CITY, OKLA.**



# it looked great...but



... It's what's underneath that counts when it comes to performance. You'll find the same holds true in sponge rubber press pads. Many pads look like Arrow, but plant owners report no other pad equals Arrow quality, durability and performance. Arrow pads give better results at the lowest maintenance costs on record. Don't be fooled. Insist on the pad with the Arrow Trademark.

*Know What  
You're Getting...*

## INSIST ON THE ORIGINAL and GENUINE ARROW SPONGE PAD



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LOOK for the TRADE MARK




ORDER from YOUR JOBBER

Patent No. 2482412

# ARROW MANUFACTURING COMPANY

2922 TERRACE STREET • KANSAS CITY 8, MO.



**YOU'LL BE THE STAR**

*NEW*

*Caled's*

# FILT-R-OUT

## DRY CLEANING SOAP

*Helps You Make History*

Now you can give the brightest cleaning performance ever. For brilliance of footlights grows dim when New Filtr-Out takes the stage. Enables you to get the cleanest loads, day after day with the least trouble in your whole experience.

You don't need to be a specialist to use this soap—no tricks of the trade to be learned. Just use it the way you want to and find the easiest way to clean in your plant. You'll turn out the cleanest work ever, get the most PASS UPS and the least WETCLEANS of your career.

Nothing bothers you with this soap—pressure is the least. Use dry, use wet, use with mothproofers. Use as a spotter, prespotter. Use for soaking or brushing wet or dry. You name it—we've done the work to make you the real cleaning star of '52.

THERE'S A CALED  
PRODUCT FOR  
EVERY DRYCLEANING  
OPERATION



# CALED

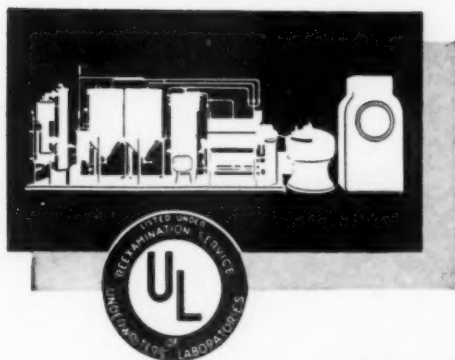
## PRODUCTS CO., Inc.

BRENTWOODMARYLAND

# peak ahead?



Then Act **NOW** for **ADEQUATE CAPACITY**  
to Match **GROWING VOLUME**, with a  
**HOFFMAN 140\*-F Unit for Safety Petroleum Solvent**



Your **HOFFMAN** Representative  
can give you the facts  
for your present location—  
get them **TODAY**

"Later" may be too late. **NOW**, when volume is creeping up to  
the top capacity of your present equipment, is the time to really  
investigate a **HOFFMAN 140-F Unit**. Lower cost per pound with  
safety petroleum solvent. Larger loads (even specials and heavies)

... approved for commercial locations. Get your Hoffman  
representative's help in analyzing the profit possibilities.

Call or write him today.

**HOFFMAN 140-F UNITS GIVE SAFETY SOLVENT CLEANING  
FOR LOWEST COST PER POUND. MODELS FOR 35-POUND LOADS UP  
TO 200-POUNDS, FOR USE IN ANY COMMERCIAL BUILDING**

TOPS IN VALUE

... SINCE 1905



# Hoffman

**U. S. HOFFMAN MACHINERY CORP.**

**105 FOURTH AVENUE, NEW YORK 3, N. Y.**

## GADGETS and GIMMICKS

### Two-Tier Garment Racks



When he remodeled his call office, R. W. Reagan of Leaptrot's Dry Cleaners, Macon, Georgia, had two main ideas in mind for garment storage. First, he wanted the customer standing at the counter to see a large number of neatly bagged garments hanging in front of him. Second, he wanted the hanging garments as near the counter as possible in order to speed service for the five counter girls.

A half-circle counter was built with 36-inch-wide shafts running from floor to ceiling. Storage rails also extend out even with the ends of the counter on both sides. Two-deck rails are used. The current week's work goes on the bottom rail. After the garment has been hanging five days it is moved to the top rail, in the same position.

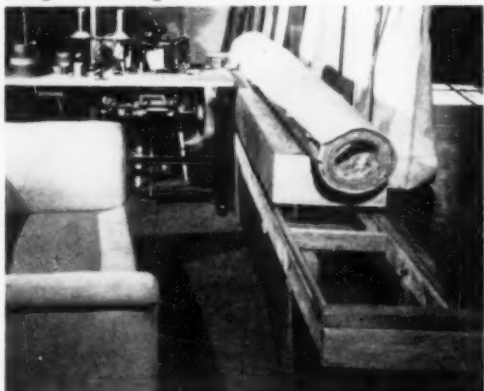
### For Safety Pins



A small metal box is mounted under the right-hand corner of the press table at each press at American Dry Cleaners, Laurel, Mississippi. The edges of the opening to the box are rolled so that there is no danger of a hand being snagged when putting pins in the box or removing them.

Originally the boxes had flat bottoms. However, owner B. E. Denham found that it was hard to remove the pins from the flat-bottom metal boxes, so he installed curved bottoms.

### Rug Conveyor



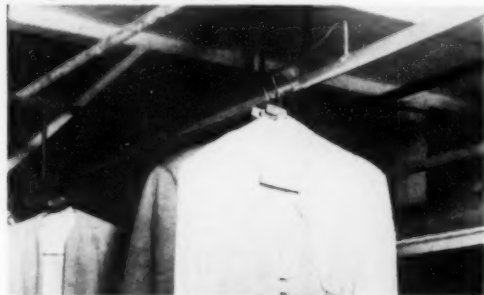
In his small rug cleaning plant at Rock Hill, Missouri, Earl E. Woodard has devised a simple conveyor for carrying rugs past his binding machine.

The rack is a couple of 2-by-6-inch rails bolted to 4-by-4-inch legs mortised out to hold the rails. The rails are both spaced and braced by 2-by-4's. Also, 2-by-4-inch wood is used for bumpers at each end of the rails. On top of the rails are 2-inch angle irons fastened by screws that were countersunk into the metal. These angle irons are guides to keep the carriage on the rails.

The carriage is made of planking along the sides with several crosspieces carved out to fit a rolled rug. Over the length of the carriage was fitted a thin sheet of galvanized iron, which was tacked to the carriage on the sides, so the nailheads couldn't work out and snag the rugs.

The wheels of the carriage are sturdy furniture casters. Since the rack was carefully leveled, the carriage rolls quite freely in either direction with a rug as heavy as the one shown in the picture.

### Stop at Spotting



**BRAKE ON RAIL** leading to spotting department at H. J. Cook Company in Los Angeles. When garments reach spotter they ride up on brake arm, rest there until he removes them

# 20% MORE FINISHING PER OPERATOR HOUR



**DrycoMatic**  
THUMB-OPERATED  
STEAM-ELECTRIC IRON



**Eliminates  
Foot Pedal  
Fumbling**

- Feather-touch, Effortless Operation
- No Tiresome Reaching for Foot Pedals
- Cuts Fatigue 50% to 75%
- Cooler Operation
- Quickly Pays for Itself Out of Savings



JUST PRESS  
THUMB LIGHTLY  
TO GET  
INSTANT STEAM

**NO HEAT IN THE  
OPERATOR'S FACE**

28 moisture-collecting traps in sole-plate of DRYCO irons eliminate need for hot, bulky separator above board to give off heat, take space

Model 6330 with 3-lb. iron **\$8250**  
Model 6360 with 6-lb. iron

Complete with iron, cord, steam hose, solenoid valve, Cord-A-Way arm, pilot light, separator

For **BEST** PRODUCTION...  
FINISHING...  
PROFITS...

the Best Tool is

The Original  
**WATER SPRAY GUN**

- Fastest, Easiest to Use
- Adjustable Spray—No Drip
- Finest, Long-Lasting Hose
- Famous for 16 Years

MODEL F—  
ONLY  
**\$995**

Order From Your Supplier

**Dryco**  
CORPORATION

CHICAGO 24, ILLINOIS



**INSTANT  
MOISTURE**  
Where you want it  
When you want it

**SIMPLY  
REACH...  
SQUEEZE.  
RELEASE**



**MORE IN USE THAN  
ALL OTHERS COMBINED**

MODEL F—Dryco E-Z Squeeze Water Spray Gun, complete with 6 ft. hose, coupling, valve and suspension spring.

STEAM-ELECTRIC IRONS  
WATER SPRAY IRONS

PUFFER SETS  
UTILITY SHOULDER PUFFERS

PISTOL-TYPE GUNS  
FLATWORK GUNS

STEAM-SPRAY SPOTTING BOARDS  
STEAM FINISHING BOARDS



# OVER 25,000,000 Plastic Storage & Garment Bags SOLD

Millions more to be sold in 1952!

Not only the strong, safe, modern bag to return cleaned garments and blankets, but a bag to **SELL** for storage and travel.

Extra, additional profitable sales for you—5 to 10 bags to the family—figure it out!!!

Besides **FREE** national advertising—besides dozens of **FREE** promotional helps, we now offer

## NOW

**ATTRACTIVELY PACKAGED IN CELLOPHANE FOR OVER THE COUNTER SALES...AND 2 NEW MERCHANDISE DISPLAYS TO HELP YOU SELL MORE.**



Patented double strength two-tone top—with air-tight draw string closure—easy to open and close.

Re-usable over and over again—and saves space too.

Strong, tough Plastic—Nothing to tear or rip—easily used and re-used again and again.

For storage and travel—**SAFE** and you can **SEE** it.

Patented air-tight bottom closure—Perfect protection against moths, dust, dirt—cleans easily with damp cloth.

## See-Safe

**Plastic STORAGE AND TRAVEL BAGS**

SEE-SAFE Plastic Bags will be advertised and promoted in 1952 as never before, in a powerful, concerted effort to sell additional millions and add to the dry cleaner's income amazingly.

We have worked out a mighty selling campaign in which every dry cleaner can participate and share in the **SALES** and **PROFITS** that national advertising and concentrated effort in your own community will assure. Add to your reputation for quality and service while you add tremendously to your profits.

### HERE'S HOW YOU PROFIT FROM SEE-SAFE PLASTIC BAGS

- 1 You make from \$35 to \$50 on each Storage Bag sale.
- 2 You sell each customer from 5 to 10 additional bags for general family use (\$1 to \$3 extra profit). \$500 to \$1000 additional profits per year.
- 3 You have an outstanding promotion for solicitation of new customers.
- 4 Your business grows automatically as women tell women... about its mothproof protection and other features... how they use and re-use this sensational fluffy bag, which is replacing the old-fashioned paper bag.
- 5 You cash in on this business-booster 12 months of the year.
- 6 You profit by the national acceptance already created and being created daily by national advertising which reaches millions of women.

This hard-hitting, attractive

# See-Safe

METAL MERCHANDISE RACK



Will Sell  
**See-Safe**  
PLASTIC STORAGE AND TRAVEL BAGS

Extra sales easily made with this modern display unit which invites customer to help himself.

Well-displayed is half-sold!

# See-Safe

STORAGE BAG

DISPLAY

CARTON



This convenient 2 dozen unit, if placed advantageously, will attract customers and open their pocketbooks.

Here's a brand-new, smart-looking display unit that will help you attain your goal of 5-10 bags per family. The sensational new Cellophane package—wrapped and ready for quick sale by your counter girl, will add more extra profit.

## INCREASE YOUR SALES AND YOUR PROFITS!

### Here's How We Help You

- Free National Advertising
- Free Button and Pocket Tags
- Free Counter Display
- Free Window Streamers
- Free Ad Mats and Ad Ideas
- Free Sure-Fire Promotion Suggestions

Transparent packaging pays—as fellow dry cleaners will tell you. Show 'em and sell 'em. Your drivers—counter girl—everybody—can help. We'll give you details. Get your share of this wide open market—put SEE-SAFE Plastic Bags in every home—millions more will be sold in 1952, many in your community—why not by YOU?

BE MORE THAN A DRY CLEANER—be a profit-minded promoter

# See-Safe

Transparent Plastic Bags for Storage and Travel

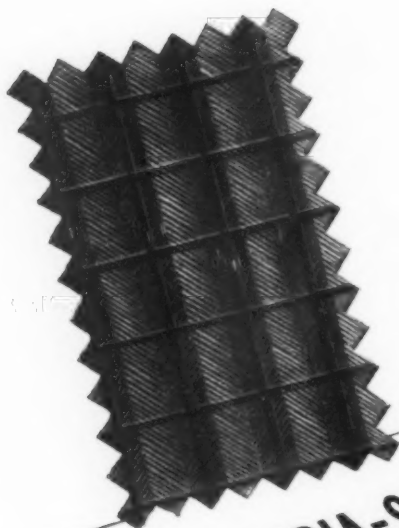
It's in the Bag Safe—and You Can See It

Get in touch with your distributor or write or wire us—TODAY!

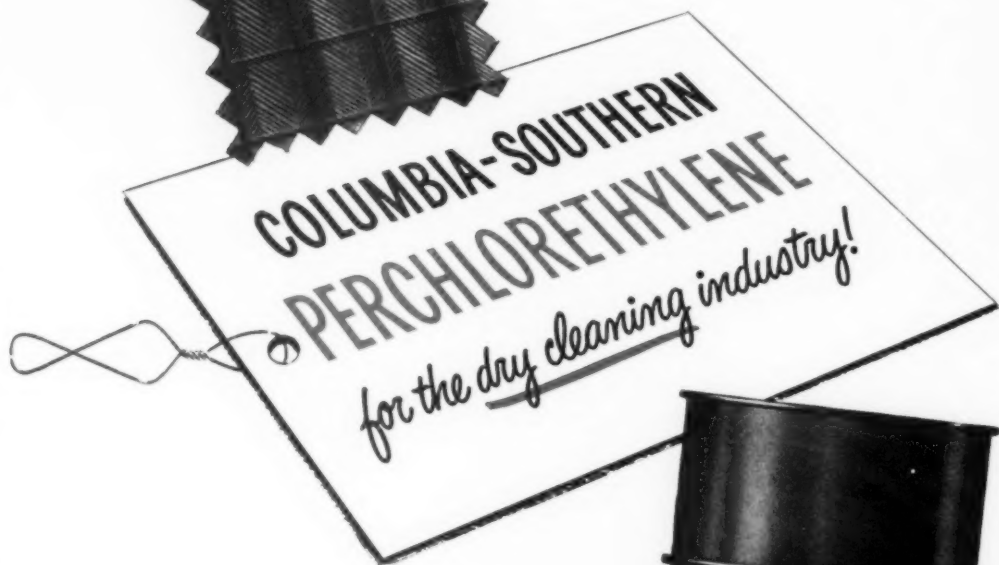
**MEHL MFG. CO., 2057 Reading Road, Cincinnati 2, Ohio**

A Division of Sydney-Thorne Corp.

Manufacturers of Plastic, Cellophane, Cell and other flexible Packaging Materials



Manufactured to highest standards.  
Carefully controlled under strict supervision  
to assure consistently high quality at all times.  
Furnished in the new red, white and blue drum  
... 700 pounds, 55 gallons.



Columbia-Southern Chemical Corporation ...  
a leading producer of alkalis and  
related chemicals for more than a half century  
... is a subsidiary of the  
PITTSBURGH PLATE GLASS COMPANY



**COLUMBIA-SOUTHERN  
CHEMICAL CORPORATION**  
SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY

**EXECUTIVE OFFICES:**  
Fifth Avenue at Bellefield, Pittsburgh 13, Pa.  
**DISTRICT OFFICES:**  
Boston • Charlotte • Chicago • Cincinnati • Cleveland •  
Dallas • Houston • Minneapolis • New Orleans • New  
York • Philadelphia • Pittsburgh • St. Louis

# Uniform

AS PEAS  
IN A POD

## Eaton's DYES

Uniformity is one of the outstanding qualities of EATON'S DYES. This uniformity, coupled with the bright true colors of EATON'S DYES, enables the dyer to bring new life and freshness to garments which have become dull and faded. With EATON'S DYES discarded clothing can be returned to usefulness with its original charm and beauty restored.

A constant study of colors and their effects is conducted by our research laboratories, and we pass along our findings for the benefit and general improvement of garment dyeing techniques. You can transform doubters into enthusiastic customers by drawing on this vast store of dyeing knowledge. We welcome inquiries from dyers on the proper methods of dyeing such materials as Cellulose Acetate, Nylon, Cotton, Wool, Silk, and "Aralac" mixtures. We will be glad to furnish complete simplified instructions covering kettle or washer dyeing. Write us about your dyeing problems today.



**ECCO DYE PEN**—The garment dyer has always had the problem of penetrating tight seams, quilted areas, and textile fibers containing various sizings. ECCO DYE PEN has been produced to overcome this difficulty. This new product aids in the solubility of dye-stuffs in the dye dipper, and then breaks down the surface tension of the dye bath. ECCO DYE PEN is very concentrated, not affected by salt, acids, or alkalies, and is not corrosive when in contact with most metals.

Established  
in the year  
1838

DISTRIBUTORS  
EVERYWHERE

### EATON CHEMICAL AND DYESTUFF COMPANY

1490 FRANKLIN ST. • DETROIT 7, MICHIGAN • Canadian Plants: Windsor and Toronto  
Trudeau Bros., Trudon's Western Canadian Distributors, Vancouver, Calgary, Edmonton, Winnipeg

# EDITORIAL

## NATIONAL CLEANER AND DYER

### "Torch Jackets"

There is an element of irony in the sudden consternation of the synthetic textile industry over the "hysteria" caused by the highly inflammable brushed rayon jackets being peddled around the country. To make our point it is only necessary to quote from the editorial appearing in the February issue of the trade journal *Rayon and Synthetic Textiles*:

"All these moves [to cope with the situation] have as their primary purpose a blocking of any loopholes that will permit unscrupulous or ignorant operators to place hazardous merchandise on the market. Of one thing the public can be certain: every fiber producer and user in the textile industry is alert to the damage that can be done to the good name of rayons and synthetics if the sale of inflammable articles of apparel were to be countenanced."

The irony is heightened by the fact that there is no legal way of preventing the sale of these brushed rayon jackets. It is true that at least two manufacturers are under indictment for entering these jackets into interstate commerce through the mails. But that isn't because they are inflammable. It's because they are guaranteed "hand-tailored," which they aren't!

We don't mean to quibble with fellow editors over a problem that has tragic overtones in both seared bodies and monetary loss. We do want to point out to drycleaners that the textile industry is sensitive to "hysteria" on the part of the consuming public.

Every year a half dozen or more problem garments are offered to the public, on a "let the buyer beware" basis. Each item will cost the public, the drycleaner and the retail store far more in dollars lost than will these "torch jackets." But danger to life and limb is rare—the last we remember was those little cowboy suits a few years back. Then there have been those rubber shoulder pads. Apparently it is only dangerous fabrics that cause the textile people to holler "foul!"

The publicity was so bad that the sweater industry is reported actually to have felt a more than seasonal slump because of it. Thus the irony continues, because although widespread newspaper publicity referred to the "torch sweaters," these garments are actually jackets made from piece goods, not knitted fabrics. Yet the buying public has reacted against sweaters, none of which are reported to be made of brushed rayon.

Professional shoppers did find toppers, capes and children's mittens of the inflammable material, which looks like a very loose springy felt similar in appearance to camel's hair.

An article in the magazine quoted above calls for federal legislation against the sale of flammable fabrics. It makes the point that the American Association of Textile Chemists and Colorists has established a method for determining three different degrees of flammability. The highest degree of flammability should certainly be labeled dangerous and should provide a basis for control.

But, why stop there? The public's loss is just as much or more with other fabrics. Or is it against the rules to worry about it so long as the customer isn't physically harmed? It begins to sound like a vast game in which the drycleaners are amateurs!

If that is true, there is only one way to change the rules so the drycleaner gets an even break. That is to create "hysteria" in connection with each of the other unserviceable fabrics. And—it is up to each individual drycleaner to do his part in creating this "hysteria!"

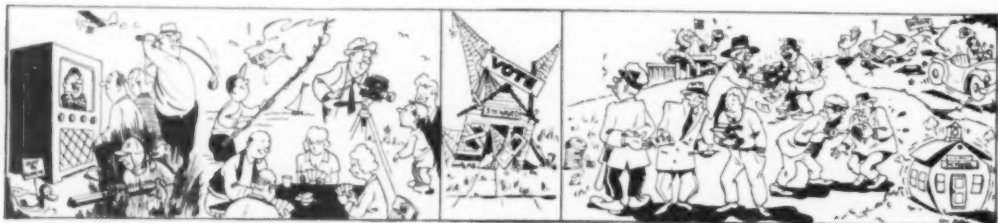
Albert Johnson, NICD's trade relations representative in New York's textile center, is doing yeoman service in educating the textile people about drycleaners' problems. He has been remarkably successful in persuading those involved to make some important reforms.

Dr. Dorothy Lyle, NICD's director of consumer education, has covered the country like a small cyclone talking to consumers, retailers, teachers and drycleaners. She has prepared a number of excellent educational pieces for distribution by drycleaners to their customers.

Those two fighters can't do it all! Pressure, tactful but persistent, needs to be applied by the drycleaners at the battlefront in order to make the manufacturers more cooperative.

If each drycleaner would do just two things, and keep right on doing them for one year, we'd get results. First, put one of Dot Lyle's little leaflets in each order he sends back to a customer. Second, post at least six horrible examples of true unserviceables in each store, and give one to each driver to show around to customers as a "curiosity."

Thirty thousand drycleaners can talk to a hell of a lot of women in a year!





# FASTEST Handling Method Known!



## THIS COMBINATION (Clothes Carts, Sorting Reel, Bag-O-Teer) CUTS HANDLING 50%—PAYS FOR ITSELF OUT OF SAVINGS

### HERE'S WHY:

Every drycleaner wants to get all the work he can through his plant as quickly as possible . . . wants to avoid costly confusion, mix-ups, losses and waste . . . wants to simplify all jobs so that he may simplify training of new workers. He wants to reduce labor by getting more production per operator hour. This BISHOP "Package" is his answer!

**HERE'S HOW:** BISHOP Clothes Carts, plus a Self-Assembling Sorting Reel and a Bag-O-Teer are a combination to give every drycleaning plant—regardless of its size or the system it uses,—the perfect garment-handling tools for efficient, profitable operation. Here's what each item will do:

#### SAVE LABOR:

Employees do less walking, reaching, stooping and lifting . . . are less fatigued . . . produce more, faster and easier.

#### SAVE TIME:

By eliminating wasted motions and steps, every minute is economically utilized for actual revenue-bringing output.

#### SAVE SPACE:

Permit more work to be done in less area; open up aisles for faster handling and provide room for more production.

#### SAVE MONEY:

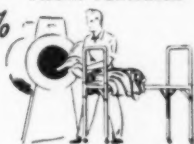
More production per operator and per foot of floor space means lower costs . . . more plant capacity and more profit!

### BISHOP CARTS CUT HANDLING COSTS 50%



Speed unfinished garments from tumbler to spotter to pressers up to 50% faster. Eliminate space-wasting tables, baskets. No stooping or bending. Garments lie flat, easier to finish. Capacity 100-150 lbs. Size 38" long, 18" wide; platform height 26". B2-100

#### FROM TUMBLERS



#### TO SPOTTERS

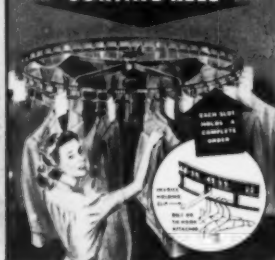


#### TO PRESSERS



### SORT TWICE AS FAST IN HALF THE SPACE!

#### BISHOP Self-Assembling SORTING REEL



Sort and assemble clothes twice as fast in half the space. Operator stands in one place . . . the garments come to her! Capacity 350 dresses or 200 suits in space only 6 x 6 ft. when loaded. Height adjustable from 62 to 80 in. Sturdy; can't tip or sag. No. B12-50

### BAG MORE GARMENTS FASTER, AT LESS COST!

#### BAG-O-TEER



Combined bagger, invoice desk and bag storage rack . . . every aid to fast, efficient, effortless bagging right at operator's fingertips, in less than a square yard of floor space. Holds 3 sizes of bags. Height 82". Heavy steel base. No. B30-1D

Order Now FROM YOUR SUPPLIER

HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO,



MANUFACTURERS SINCE 1893



HEAD TABLE at Saturday-night banquet, left to right: Norbert J. Berg, Wally B. Doe, Mrs. Doe, Frank Prather, Mrs. William L. Skahan, Mr. Skahan, Frank Patton, Mrs. Philip Kalb, Mr. Kalb, Mrs. Stuart Smith, Mr. Smith, Mrs. Robert C. Corwin, Mr. Corwin, Mrs. T. E. Milholland

## Everybody Happy in

Cannan, Benoit and Duncan New Officers of National Institute

AS NEAR PERFECT as any such meeting we have ever attended was what we would say about the 43rd annual convention of the National Institute of Cleaning and Dyeing. Even the weatherman pitched in to provide St. Louis, Missouri, with balmy springlike weather between February 7 and 9.

The new experiment in convention planning appeared very successful. For the first two days of the three-day session, all speeches were given in the morning, while the exhibit hall opened at noon. As a consequence the meeting hall was filled to capacity those first two days, then each afternoon the crowds rolled through the Kiel Auditorium. Practically all allied tradesmen reported their business was extremely good.

It is noteworthy that with the exhibits open all day Saturday while sessions were also being held, attendance at the meetings fell off very sharply. This in spite of a chance at the door prize of a Chevrolet sedan (won by Lawrence Johnston of Nu-Way Cleaners, Olney, Illinois).

Credit should go where credit is due to a lot of people for producing one of the smoothest running conventions we have attended. This includes the NICD staff, the officers and the various convention committees.

Starting well on schedule, each meeting opened with a movie. The first was the stirring story of the atom bomb, "Operation Crossroads."

The opening major address was "As I See It," by





THEN: Mrs. Willard M. Cannan, R. K. Roody, Mrs. Roody, H. R. Osborne, Mrs. Osborne, Mrs. Fred C. Schumann, Mr. Schumann, Mrs. Leo Soukup, Mr. Soukup, Mrs. Hyman Dilkowsky, Mr. Dilkowsky, Mrs. R. W. Staub, Mr. Staub, Mrs. O. M. Chapman, Mr. Chapman

## St. Louis

### of Cleaning and Dyeing

NICD President T. E. Milholland, whose concern was with long-range viewpoints in the drycleaning industry. He urged that the industry get a broader viewpoint and, in doing so, realize the importance of cooperation. Mr. Milholland said that 7,000 of the country's estimated 24,000 plants were members of the NICD, and that outsiders facing today's problems would find it more and more difficult to be "lone wolves."

Mr. Milholland cited three major problems requiring cooperation through individual efforts toward the same goal. Speaking of production, he stated that the first job was to have and use all accepted and recognized principles of good management. His next point was the definite need for developing better methods of



Left to right: NEWLY ELECTED president Willard Cannan, retiring president T. E. "Gene" Milholland, new vice president Henry B. Benoit

eliminating handling of garments, thus saving time to be put into quality production operations.

President Milholland said also that although quality has steadily improved, the public is demanding more. Drycleaners, he declared, should lead in progress rather than find that new competition has arisen "simply because of a weakness in the industry." He also discussed





REELECTED secretary-treasurer was Walter R. Duncan

the general trend toward self-service. Service, he said, involves not only speed of delivery but also of distribution. The customer is switching from the route driver to use of supermarkets and shopping centers to which she drives herself. Pointing out that the best method of distribution has yet to be discovered, Mr. Milholland remarked, "This too, is a challenge."

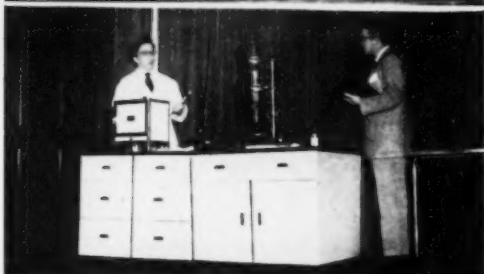
According to Roger L. Putnam, new administrator of economic stabilization, "One thing is certain: whether or not the communists resort to further military adventures, they will continue to wage an unceasing economic war against us."

"Building the strength of freedom is a dual job. We must build our military strength without weakening our economic strength."

"Fair and effective price stabilization cannot be achieved if we have an automatic pass-through of cost increases, because then there is no incentive to business to hold costs down. On the other hand, it is equally clear that we cannot have a fair and effective price stabilization unless wages are also stabilized fairly and effectively. They are two sides of the same coin—of a sound dollar."

"How To Live With Inflation" was properly answered "You can't," according to Dr. Raymond Walsh, noted economist and political scientist. **Inflation never stands still, but builds up at an ever greater rate if not checked.**

We have inflation today, said Dr. Walsh, but we have contained it so that the increase has been slow.



SKIT on customer and trade relations, from top: Cleaner vs. customer; Martin and Fulton (impersonated by actors) in technical consultation; complete package of research, advertising, news, education and service

In the coming months, however, inflationary pressures will become tremendous, as available money in wages and savings is expected to greatly exceed available goods. This will be without any breakthrough in price



DIRECTORS PRESENTED, left to right, seated: Ray Staub, Wally Packham, Willard Cannon, Ross Osborne, Ed Schumann, Stuart Smith. Standing: Gene Milholland, Ray Vermeers, R. K. Boody, Philip Kolb, Bob Corwin, Charley Rupp, Frank Patton, Henry Benoit



## Every Day Sanitone Dry Cleaners Praise the Way Emery's Engineers Go Into Action—No Matter What the Problem!

Emery's effective engineering service is just a part of the complete Sanitone Program designed to help Sanitone licensees to a more profitable operation!

The wealth of experience gained by the Sanitone Engineer in his daily contacts with successfully operated dry cleaning plants is at the disposal of the Sanitone licensee . . . a valuable aid to him in solving management problems, whether they involve production or sales.

This is just one of the benefits enjoyed by Sanitone licensees! They get better dry cleaning at lower cost. They get national advertising in the nation's favorite magazines. They get special merchandising ideas and promotional material. And they get two big guidebooks each year . . . over 180 pre-tested newspaper ads to sell themselves in their community. It's no wonder Sanitone licensees who take full advantage of the Sanitone program show volume increases year after year! A few Sanitone franchises are still available for quality-minded dry cleaners. Write, wire or phone today!



**SANITONE DRY CLEANING SERVICE**  
DIVISION OF EMERY INDUSTRIES, INC., • CINCINNATI 27, OHIO





**GARMENT DYERS GUILD** reelected officers. From left: Fred Nuttall, Scranton, vice president; John Egli, Indianapolis, secretary-treasurer; Walter Loebli, Roanoke, president; Leon Teichner, Chicago, director; Allen Capeland, executive secretary; Stanley Simon, Brooklyn, director

ceilings and wages. Dr. Walsh feels that a new spiral set off by concessions in wages or prices in the steel industry may very well doom any chance of curbing inflation.

The Friday-morning program started off with something new in the spotting department. Dr. J. C. Alexander, assistant research director for the NICD, reported results to date on the Institute's research into tannin stains. Many of these brown or yellow stains that develop while a garment is in the plant are *not* tannin, he stated. Sugar is the source, the "reducing sugar" found in fruit juices and soft drinks. Since the development of sugar stains is similar to the formation of caramel, Dr. Alexander and A. R. Martin, who is conducting the experiments, suggest the name "caramelized sugar stains."

Since heat caramelizes sugar, the case for careful control of tumbler temperature was boosted by slides of sample stains that became darker as the tumbler temperatures rose. Also, Mr. Martin found that repeated tumbling darkened the caramelized stains further with each tumbling.

**The conclusion to the experiments was that not all but many of the "tannin" stains were caramelized sugar.** A technical bulletin to that effect will be ready for NICD members shortly.

George Fulton's address on the charged system was actually a progress report. On a very difficult and complex subject he was able to announce good progress, with promise of a number of informative bulletins to come in 1952.

Mr. Fulton suggested that many drycleaners who haven't frequently distilled their solvent have built up concentrations of detergents and have thus been operating charged systems without knowing it.

In the charged system, Mr. Fulton stated, garments do not pick up quite all the water in the solvent. The higher the moisture content of the solvent at the end of the run, the greater the redeposition of soil on the garments. The amount of excess moisture depends on the amount of free moisture added *plus* the amount in the garments due to relative humidity.

In the opposite manner, the removal of spots also varies with the amount of moisture. The greater the excess moisture, the more spots are removed. Incom-

#### **New NICD Officers:**

**President:** Willard M. Cannan, Toledo, Ohio

**Vice President:** Henry B. Benoit, Charlotte, North Carolina

**Secretary-Treasurer:** Walter R. Duncan, Philadelphia, Pennsylvania (reelected)

#### **New Directors:**

John E. Yorgey, Reading, Pennsylvania (District 2)

Frank A. Prather, Fort Myers, Florida (District 8)

Wally Doe, Billings, Montana (District 11)

Walter DuNah, Pasadena, California (District 12)

#### **Holdover Directors:**

R. K. Roody, Concord, New Hampshire (District 1)

Sam C. Markel, Buffalo, New York (District 3)

H. Ross Osborne, Dayton, Ohio (District 4)

Fred C. Schumann, Chicago, Illinois (District 5)

Robert C. Corwin, Des Moines, Iowa (District 6)

Stuart A. Smith, Warrenton, Virginia (District 7)

Philip Kolb, Jackson, Mississippi (District 9)

Frank Patton, San Antonio, Texas (District 10)

#### **Executive Committee:**

Messrs. Cannan, Milholland and Benoit.

pleted experiments showed that 5-minute batch runs gave fairly good removal of spots; 10-minute batch runs removed more spots but increased redeposition.

"Your Lucky Star" described in playlet form all the many things that happen when a new fabric problem develops. Using bonded-wool shoulder pads as an example, scene after scene followed the problem from cleaning plant to customer, retailer, analysis department, director of research, research laboratory, consumer relations, trade relations, radio station, shoulder-pad-association office and the drycleaner's home.

Codirected by Dot Lyle and Al Johnson, NICD's directors of consumer education and trade relations respectively, the playlet was an impressive production. Many a drycleaner on leaving the meeting room was heard muttering, "I sure didn't know the NICD did that much work on these problems!" The show could fairly have been entitled "Behind the Scenes, or Nine-Tenths of NICD'S Hardest Work Is Never Publicized!"

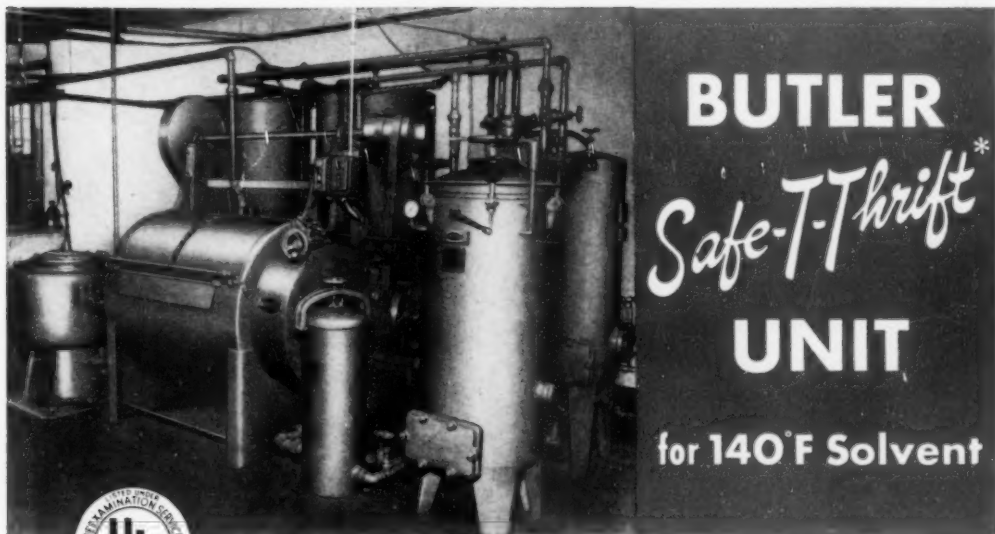
An advertising film, "The Magic Key," effectively opened the Saturday morning session. It showed how this method of "spreading the news" of progress in goods and services helped to advance the world's living standards.

Motion pictures were also used for an effective pre-



**GARMENT DYERS** hold a convention within a convention, with several talks on their specific problems

# Costs Less . . . Gives You More . . .



This complete safety solvent unit is listed by UL . . . approved for flexible installation. It's designed to provide a balanced cleaning operation that will enable you to get big production in small space. What's more, the Butler Safe-T-Thrift Unit actually costs less than other makes . . . yet gives you these extra advantages . . .

- Each piece of equipment individually motor driven for greater efficiency.
- Filter equipped with either pump suction or Air Cleanout\*\* for solvent savings.
- Entire unit needs only small space.
- Filter available with or without scraper.
- Choice of metal or wood cylinder washer.
- Butler Still (optional) has only automatic water temperature control approved by Underwriters' Laboratories.
- Installed by factory-trained servicemen, with complete instruction in operation of unit for you and your employees at no additional cost.
- Built by Butler . . . serving dry cleaners across the nation for more than a quarter of a century.

\*Trademark  
\*\*Patent No. 2,301,803

See Your Butler Sales Representative, or Write . . .



## BUTLER MANUFACTURING COMPANY

7452 E. 13th Street

Kansas City 3E, Missouri

STILLS • FILTERS • PRESSES • WASHERS • EXTRACTORS • TUMBLERS  
SYNTHETIC UNITS • SAFE-T-THRIFT 140°F UNITS  
EXTRACTING-WASHERS



ILLINOIS ASSOCIATION and friends joined for dinner on the open night

sentation by Robert E. Cowie, head of NICD's department of management engineering. Part of his talk on training for the drycleaning industry, titled "From Greenhorn to Expert—On the Double," was a specially prepared film that used the finishing of suit coats to illustrate the characteristics of planned instruction.

First, Mr. Cowie established two basic facts: (1) **Our industry has continuously suffered from a labor shortage, and (2) Our industry and each plant, for its own economic good, must accept responsibility for training its employees.**

Mr. Cowie stated that training must be done on a planned basis; although it takes more time at the beginning, it produces results in the quickest manner and is far cheaper in the long run. He listed other advantages of planned training as: (1) full production sooner; (2) quality standards met sooner; (3) saving in equipment, supplies, garments; (4) safer operation; (5) better morale; and (6) possibility of methods improvement.

The first characteristic of planned instruction, as stated by Mr. Cowie, is proper selection. Then comes knowledge of the method, and finally the job instruction breakdown, divided into steps (that advance the work) and key points (that make or break the job). Mr. Cowie stated that while job instruction breakdown is a little work, it need be done only once for a specific job and remains as a permanent record and guide. To prove that it pays off, he cited the experience of one plantowner who had successfully put a girl on her own finishing suit coats in four hours by the method shown in the film.

Are wage incentives for big plants only? Not according to Richard A. Curtis of Curtis Laundry & Cleaners in Grand Rapids, Michigan. This young plantowner believes that **lowering costs through incentives, not**

**price increases, is the answer to the drycleaner's search for higher profits.** He cited a four-point program to be used by large or small plants in adopting incentives: (1) proper layout and equipment changes, (2) standardized methods and adequate training, (3) incentive payments, and (4) continuous production control.

Taking each point in order, Mr. Curtis justified their use. He said that most equipment and layout changes pay for themselves in six months in steps saved alone. Standardizing methods and proper training will reduce training time by 75 percent. Incentive payments, giving the worker more money while reducing costs for the drycleaner, result in lower turnover. Finally, to prove the ease with which continuous production records are kept, Mr. Curtis stated that only one hour per day is needed for each \$2,000 of volume.

The small plant must teach at least two jobs to every operator so that it can move employees to the proper job at the proper time. With this flexibility, and use of the four-point program, Mr. Curtis concluded, both large and small plants can get and keep employees while maintaining a 25 percent productive labor cost.

A panel of four sales experts then took over from the production specialists. Each man spoke to the group for about 12 minutes on the sales promotion device that had proved successful for his plant. The panel then answered questions from the floor and, significantly, from each other.

The newest distribution method, drycleaning lockers, was discussed by Jerry M. Goldberg of D. O. Summers Co., Cleveland, Ohio. After a short explanation of how the "Valetaria" works, he brought his audience up to date on information that has become available since trade-journal coverage.

In a poll of customers at the D. O. Summers main

# There's Nothing Like DARCO® For Removing Colors From Solvent!

Here's the proof...



Blue Label DARCO DC  
Once a Day EVERY DAY

## COLOR IS ONE OF THE MOST RELIABLE GUIDES TO SOLVENT PURITY

So take another look at these figures. They show the results of careful research using *naturally* dirty solvent . . . solvent that came straight from drycleaners' washers so the tests could be made under workaday conditions.

There's no doubt that nothing can match Blue Label Darco DC for removing troublesome colors from your solvent . . . Stoddard or synthetic. And there's nothing like Darco for making a clean sweep of *all* trouble-makers that foul your solvent—colors, odors, fatty acids!

To have crystal clear solvent *all day long*, start the day with Darco. It's the one way to assure sweet-smelling *quality* drycleaning that builds business. See your Darco distributor *now*. And write for the Blue Label Darco DC instruction card.

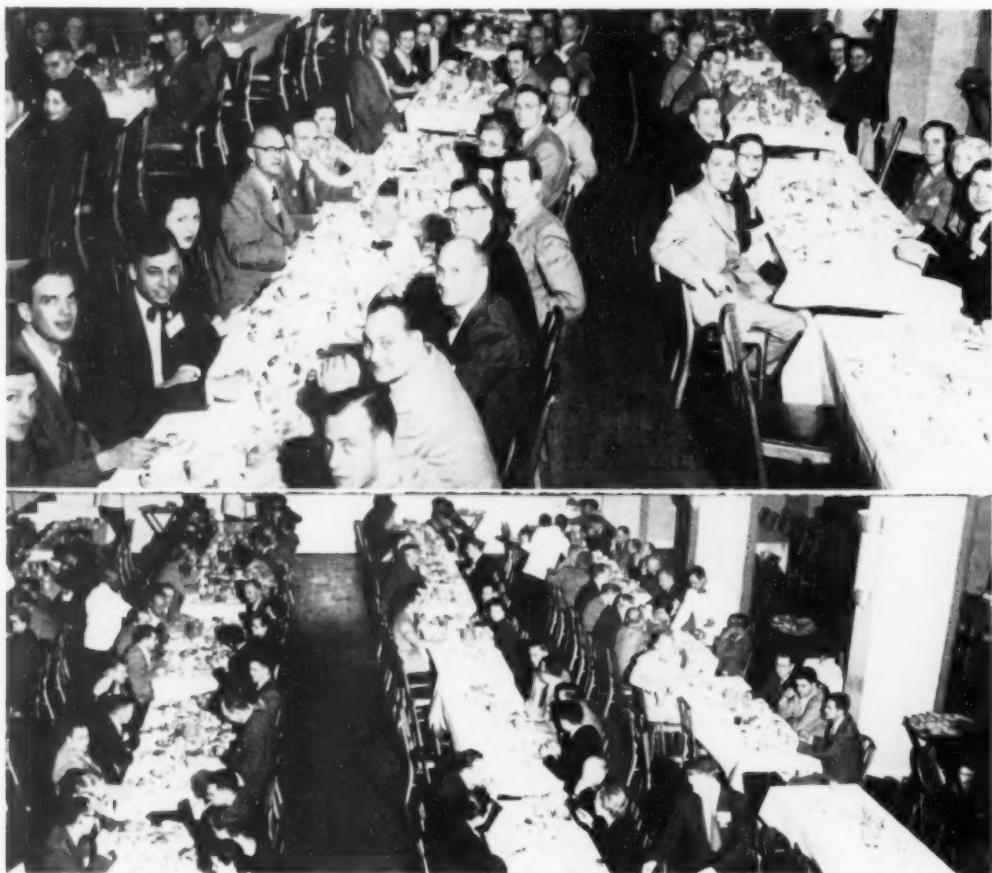


## DARCO DEPARTMENT

ATLAS POWDER COMPANY

Darco General Sales Offices

60 EAST 42ND STREET, NEW YORK 17, N. Y.



NICD ALUMNI met for cocktails and dinner

locker location, results indicated that 85 percent were repeat customers. This point answered many questions about the novelty effect of Valetaria. Selling costs revealed by Mr. Goldberg were 25.33 percent for 10 multiple locker units doing a weekly volume of \$1,500. He concluded that locker distribution had proved successful for his plant, and was definitely here to stay.

Elwood Hopping of The Pantorium, Dayton, Ohio, maintained that route sales depend upon the frequency of personal contact. In explaining the stop file system

used to maintain regular weekly customer contact, he stated that 70 percent of his company's volume was picked up on the routes. To keep this high average constant follow-up and supervision are necessary in addition to up-to-date maintenance of the stop file.

Advantages of the stop file system cited by the speaker were first, regularity of contact, followed by the ability to determine the reason for not picking up an order, aid to quick routing, facilitation of new-customer control by use of different colored cards, and the use



SALES PANEL, aided by Hal LeRoy (standing), was made up of Elwood Hopping, Jerry Goldberg, K. Bertucci and George Derbes



## FACTS

# you should know about testing your Strong Soap Solution (SSS)

The August 1951 issue of the National Cleaner & Dyer carried a 3-page article on the perfection of a revolutionary technique for testing the percent active ingredient in a used Strong Soap Solution. (Strong Soap Solution is the solvent in washer-trap-filter assembly which has been activated with a given concentration of Formula 886 for repeated use.)

Prior to that release the services of a skilled laboratory technician were required for an accurate quantitative analysis of the active ingredient in filtered Strong Soap Solution containing free fatty acid, lanolin, mineral oil and other soluble impurities removed from soiled fabrics.

**Now any cleaning-room worker may distinguish the active ingredient from other non-volatile matter and in only five minutes determine the exact percent of active ingredient remaining in his Strong Soap Solution after cleaning a series of loads.**

This unique method of testing SSS (Strong Soap Solution) is the key to the current success enjoyed by so many operators. Heretofore the results from the SSS were not uniform because the operator had no way of maintaining a uniform concentration. Now the new Strong Soap Testing Kit makes it possible for him to determine the exact amount of additional Formula 886 required to compensate for any loss from sweetener powder or from interchange with volatile solvent in pipelines.

Street's chemists designed this test specifically for determining the percent of Formula 886 in used Strong Soap Solution. All of the active ingredients in 886 give a positive test.

• The test fails completely in measuring the active ingredients in some of the other leading brands of dry cleaning detergents. Cyclo, Mersol and J-P-S fall in this group and give negative tests.

• In other brands portions of the active ingredients give a positive test while the balance are negative. Anolite, Streetex and Staticol fall in this group.

• In a third group of other brands all of the active ingredients may give a positive test, but still lack the other characteristics of 886 so necessary for comparable results in the Strong Soap Process.

Some operators report having been recently approached by salesmen whose presentations are somewhat like this: "I have here a new product which is the same as Street's Formula 886 and lower in price."

If the operator mentions the service performed by the Street's field technician in selecting one of a dozen variations of the SSS most adaptable to his individual plant and then personally installing the process to produce optimum results, the salesman continues: "But you may use my new product in exactly the same way as Street's man set you up. For less money you get the same formula as 886, and you use it in the same way as demonstrated by Street's technician."

At this point the operator may express some doubt that this new cheaper substitute is

actually the same as 886, and here the salesman is prepared with what is supposed to be the clincher: "You can prove it yourself. Street's say that their testing kit should not be used for anything but 886. Well, it so happens that a 1/2% solution of my new product requires exactly 5 cc of Street's No. 3 Solution to reach the end point. The same as required for 1/2% of 886. Test it yourself. There is proof that my product is the same."

Those who are not thoroughly versed in the chemistry of this test might be impressed with this closing argument. Actually, the argument is meaningless. There are any number of detergents compounded in such a way that 100% of their active ingredients would give a positive test in Street's titration method and yet be wholly unsuited for use in the Strong Soap Process. This is a CHEMICAL FACT. Cyclo, Mersol and J-P-S give negative tests. None of their active ingredients are determined in the method of titration employed. And yet these three products are far more adaptable to the Strong Soap Process than many detergents whose active ingredients give a positive test.

Street's Strong Soap Testing Kit does not provide a means of measuring detergency. It does provide an accurate means of determining the exact amount of 886 in filtered solvent, even though the solvent is contaminated with soluble impurities. Other well known methods of testing give conclusive evidence that 886 possesses the four prime requisites for a detergent intended for use in the SSS. First, extreme solubility to avoid removal in filter. Second, extreme stability to avoid break-down by acidity of soil from fabrics. Third, high reflectometer ratings for insoluble soil removal. Fourth, superior whiteness retention resulting from avoidance of redeposition.

Other brands of detergents which respond wholly or in part to the Strong Soap Testing Kit may be farther from these four qualifications than brands which are entirely negative to the test.

The buyer of detergent for the SSS must keep in mind that the Strong Soap Testing Kit measures the amount of 886 in his SSS. It does not measure the cleaning properties of 886 or its adaptability to the Strong Soap Process. No test is required for the latter. Employees in every department of the plant recognize the general improvement in the work the very day that the SSS is started with 886. Its efficiency takes on added importance during a wartime or semi-wartime economy when labor shortages place such a burden on the remaining personnel.

When the concentration of 886 in the SSS is maintained through the use of Street's new Strong Soap Testing Kit the attendant reduction in time required for spotting, wet-cleaning and finishing is so obvious to everyone in the plant that no test for detergency is even considered. And the general brightness and clearness are a revelation to all of the plant's customers, tailors and housewives alike.

**Use the Strong Soap Testing Kit for what it is designed: To measure the amount of 886 in the used SSS. It is invaluable for that purpose. However, if misused in an attempt to determine the adaptability of other products to the Strong Soap Process, the distorted results may be not only misleading, but very costly.**



of only one and one-half employees to handle all telephone calls.

Television advertising was discussed by K. Bertucci of Zenith, Inc., Dallas, Texas. Mr. Bertucci related his plant's experience in graduating from 15-minute TV programs to a more frequent series of 20-second spot announcements. The speaker emphasized that television, despite its newness and appeal, will not perform miracles; it must be given a chance to prove its effectiveness. He stated that the cost is not out of line if production is kept simple and a consistent schedule is maintained.

Mr. Bertucci closed by stating that TV cannot replace good personal selling, sound price policy or quality work. However, his plant would continue to use television because it had found that **TV will create desire and preference for a quality service at the right price.**

The last member of the "Sales Idea" panel was George Derbes, Derbes Cleaners and Hatters, Pottsville, Pa., who gave an account of his plant's use of route trucks equipped with two-way radios to promote drycleaning sales. The radio system, he explained, makes it easy for drivers to answer pickup calls quickly and at the customer's convenience. It is possible for the driver and the housewife to talk directly to get together on schedules.

Mr. Derbes stated that minor difficulties created by FCC regulations can be overcome, and that cost is not out of line with what he considers a new, appealing sales-promotion technique. He has found the system mile-saving for the route driver, and attributes increased volume to the quick communication from customer through office to route salesmen.

Early arrivals at the Saturday-afternoon session received a message from the opening film, "Will We Be Ready?" concerning the use and benefits of the federal social security system.

Dynamic Richard Harkness, Chief of NBC's Wash-

ington Bureau, gave the audience a whirlwind tour of international trouble spots in his talk, "Harkness Eyes the World From Washington." Mr. Harkness prefaced his analysis of world problems by saying he would like to talk to the convention about their responsibilities as citizens of the United States and the world.

According to Mr. Harkness, because Russia respects the industrial and productive might of the United States, the odds are 3 to 2 against a third world war. But this war can be prevented only if the United States establishes a firm foreign policy and achieves its rearmament goal. Referring to internal conditions, he was concerned about our ability to construct foreign policy or rearm without what he called "a cleanup of our own moral fiber." **The solution offered by the speaker was for the people to "go into politics" at the precinct level.**

The accent was kept on news from Washington by the introduction of a Wage and Price Control panel made up of Mrs. Mary L. Schleifer, Wage Stabilization Board counsel, and Max L. Feinberg of the Office of Price Stabilization.

In a brief talk before opening the session to questions from the floor, Mrs. Schleifer attempted to explain some basic facts about wage control. She asserted that board wage policies aim to preserve, not eliminate, existing wage differentials.

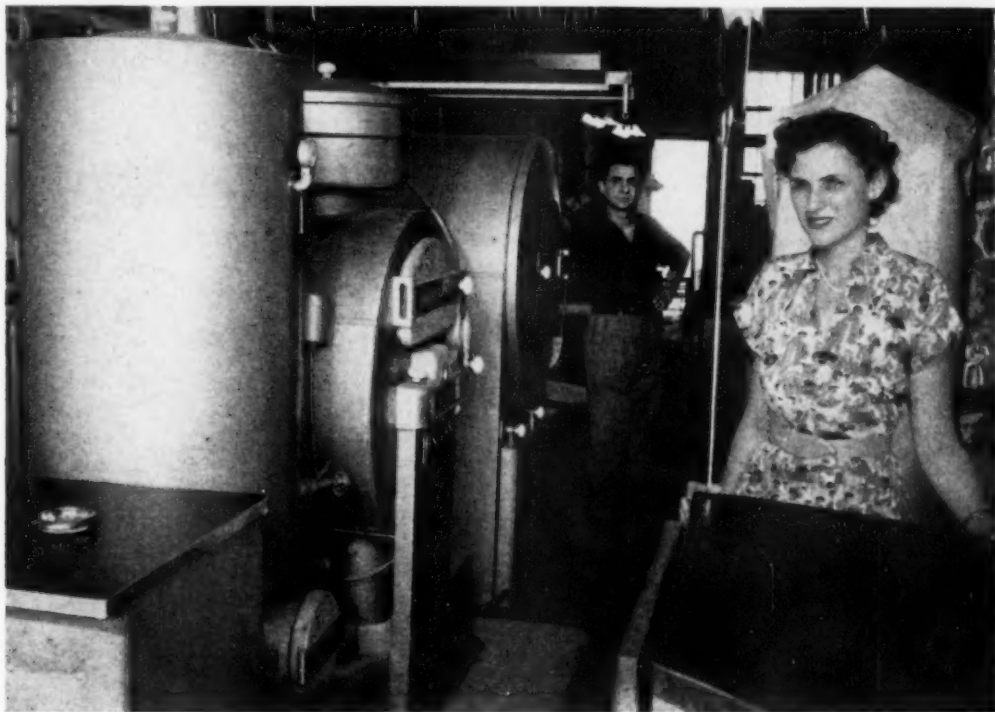
Max Feinberg examined the other side of the control question, prices. He explained the ideas behind the government's sliding percentage-of-return formula for making adjustments, and discussed the question of area pricing vs. individual adjustment.

Following these talks and a question period, NICD's 43rd business session was called to order by President Milholland. At this meeting the candidates named by the nominating committee were elected to office unanimously.

Tex Milholland closed the meeting by saying, "See y'all in Cleveland next year." We all say the same! # #

# Manitowoc

"Best Buy in a Synthetic Machine on Market Today"  
says Stephen Berger of *Flair Cleaners* N.Y.



• "Prior to the Manitowoc, I had operated just about every synthetic machine on the market and I consider this machine tops.

As far as production goes, we are getting 105 lbs. per hour capacity and from the standpoint of economy, the results are amazing. We are averaging close to 10,000 lbs. of clothes per barrel of perk.

The Manitowoc is well constructed and simple to operate. Servicing can be

done by the cleaner without any special mechanical knowledge.

In my opinion the Manitowoc is the best buy in a synthetic machine on the market today." . . . *Stephen Berger, Flair Cleaners, Kew Gardens Hills, L. I.*

. . .

At \$4,860 (F.O.B. Complete System) you'll also agree it's the best buy in a synthetic machine on the market today.



## Manitowoc

*Synthetic*

PERCHLOR DRY CLEANING UNIT

MANUFACTURING DIVISION of  
MANITOWOC SHIPBUILDING CO.  
512 - 16th St.,  
MANITOWOC, WISCONSIN

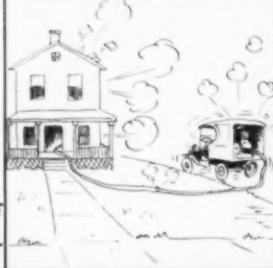
# 25 YEARS AGO... MARCH, 1927

CONSTRUCTION BEGUN ON N.A.D.C. INSTITUTE... WILL COST \$90,000... EXCLUSIVE OF REAL ESTATE AND FIXTURES... CONTRACT CALLS FOR COMPLETION WITHIN 109 DAYS.



ADULT MALES IN UNITED STATES HAVE AN AVERAGE OF ONE SUIT CLEANED A YEAR... ONE SUIT EACH MONTH IS CLOSER TO AMOUNT OF CLEANING NEEDED FOR PROPER APPEARANCE AND HYGIENE.

CINCINNATI CLEANER MAY BE FIRST TO CLEAN FURNITURE 'IN THE HOME'... VACUUM & BLOWER MOUNTED ON TRUCK FOR EASY TRANSPORTING TO JOB... DO MOTH-PROOFING, TOO.



# 10 YEARS AGO.... MARCH, 1942

SOAP MANUFACTURERS URGE CLEANERS TO RETURN SOAP DRUMS... PRACTICE OF SELLING THEM TO HIGHER BIDDERS OUTSIDE INDUSTRY MAY CAUSE SERIOUS SHORTAGE.



## Cleaner's WAR NEWS!

- 1. CIVILIAN USE OF CHLORINE CURTAILED
- 2. TIRES RATIONED. ALSO RETREAD & RECAP
- 3. PRICE CEILINGS ON CARBON-TET...! ... ALSO ON CLEANING PRICES.
- 4. CLEANERS URGED TO STOCK-PILE SUPPLIES OF COAL & COKE.
- 5. WOOLEN MERCHANDISE MUST BEAR IDENTIFICATION OF ITS CONTENT.
- 6. ONLY HALF OF LAST YEAR'S DYES WILL BE AVAILABLE THIS YEAR.
- 7. SULFUR COLORS, THO DULLER IN SHADES WILL BE IN GREATER USE.
- 8. THERE IS JUST A POSSIBILITY THAT GASOLINE MAY BE RATIONED IN SOME PARTS OF THE COUNTRY.

EXPERTS PREDICT PHENOMENAL YEAR FOR FUR & GARMENT STORAGE BUSINESS, PARTICULARLY IN CROWDED MUNITIONS CENTERS AND COASTAL CITIES.



MILES ADRIAN, WAY UP THAR IN FOND DU LAC, WISCONSIN CONTRIBUTES THIS LITTLE GEM: SEEMS A NEW CUSTOMER COULDN'T UNDERSTAND WHY HE HAD CHARGED HER FOR THE CLEANING OF A DRESS THAT SHE HAD SCORCHED WHILE TRYING TO PRESS IT AT HOME. HER INDIGNATION WAS UNDERSTANDABLE AFTER SHE EXPLAINED THAT OTHER CLEANERS ALWAYS DID IT FOR FREE... BECAUSE THEY COULDN'T GET THE SPOT OUT!



# TODAY! "THE LITTLE SHOP AROUND THE CORNER"

# For Faster, Finer Finishing...



Butler 40" Utility  
Quik-Steam Press

## BUTLER *Quik-Steam*<sup>\*</sup> Presses

**Quickest Steam** means fastest, most even conditioning of garments. Specially designed baffles direct steam to all parts of head and buck, quickly and evenly.

**Strongest Vacuum** assures faster, more uniform drying of garments. You get the finest finishing possible.

Speed up your finishing operation with Butler Quik-Steam Presses. Available in three sizes: 18", 40" and 45".

### Here's Why BUTLER *Quik-Steam* Presses Are the Best Your Money Can Buy

1. **Fastest Opening Head** . . . more lays per hour.
2. **Quickest Steam** . . . fastest garment conditioning.
3. **Quickest Drying Vacuum** . . . more even drying, fastest finishing.
4. **Easiest to Operate** . . . less operator fatigue.
5. **Copper Tubing Throughout** . . . longer life and less maintenance.
6. **Rugged All-Steel Frame** . . . stronger . . . with less dead weight.
7. **Removable Side Panels** . . . keep out dirt . . . provide easy access for service.
8. **Packless Steam Valves** . . . prevent leakage, repacking.
9. **Lubricated for Life Bearings** . . . no lubrication maintenance—lubricants can't leak out.
10. **Aluminum Heads** . . . transfer heat faster . . . lighter, easier to close.
11. **Solid Hardwood Table** . . . prevents snagged, torn or rust-stained garments.
12. **Butler Built** . . . designed and engineered by pressers for pressers.

In just 15 minutes, your Butler Sales Representative will show you how these 12 features of Butler Quik-Steam Presses can help you increase production . . . improve quality. Ask him to show you soon, or write today for more information.

<sup>\*</sup>Trademark



### BUTLER MANUFACTURING COMPANY

7452 E. 13th Street Kansas City 3E, Missouri

STILLS • FILTERS • PRESSES • WASHERS • EXTRACTORS • TUMBLERS  
SYNTHETIC UNITS • SAFE-T-THRIFT 140°F UNITS  
EXTRACTING-WASHERS



# How To Apply Water Repellent

Method of treating garments to provide  
profitable service at minimum expense

by **RALF B. TRUSLER, Ph. D.**

*Director of Research, Davies-Young Soap Company*

**INCREASED PROFIT** without increased volume, by a simple method requiring neither heavy investment in equipment nor added labor, sounds almost incredible in these days of high costs, labor scarcity and price controls. Yet all that is involved is the extra service of treating garments with a water-repellent solution.

Practically any fabric article that can be drycleaned can be made water-repellent. While the idea is not new, for many years drycleaners have thought that only raincoats could or should be made water-repellent. Yet such items as slippers, drapes, formal dresses, housecoats, snowsuits, bathrobes and neckties offer possibilities for greater satisfaction to customers and more dollars in your pocket.

It should be noted that this process makes a garment water-repellent, not waterproof. Garments treated according to directions will shed water from a sudden shower or a spilled glass of water. The treatment will prevent or reduce staining from soft drinks, ink, cologne, or anything that is in an aqueous solution. It will prevent shrinkage of dresses and destruction of velvet caused by water.

In the process of making garments water-repellent, each fiber of the fabric is coated with the solution. Since it does not seal the spaces between the fibers, the fabrics can still "breathe." This "breathing" permits body respiration and prevents the uncomfortable, sweaty feeling that a completely airtight garment gives. There is no change in the appearance of the garment, so the wearer actually has an invisible "overcoat" protecting him from many types of careless accidents in the home or office. The process will not disturb colors, develop objectionable odor or cause shrinkage.

Before garments can be treated, they must be thoroughly drycleaned or wetcleaned, with all soil and soap rinsed clear from the fabric. Thorough rinsing is necessary because detergents counteract the water-repellent solution. All spots and stains must be removed. Unless this procedure is followed, a completely satisfactory treatment cannot be expected. In other words, a garment should be thoroughly cleaned of all "foreign" matter before immersion in the water-repellent solution.

A solution is made by using one part of water-repellent concentrate in five to ten parts of solvent by volume in a container suitable for immersion treatment. The liquid water repellent and solvent should be at a temperature of about 80 degrees F. With most repellent products, today, a clear solution can be made without heating.

All repellent tanks should have a coarse screen or a baffle at least an inch from the bottom. This will prevent garments from contacting condensed moisture in the bottom.\* This repellent tank is all the extra equipment that is needed.

After a thorough immersion in the solution, the

garments are extracted lightly, then dried in a drying cabinet, tumbler or windwhip. The excess solution from the extractor can be recovered and used again. After drying, the garment is finished by the usual method and the finished piece will be water-repellent.

Garments can be immersed without special protection for hands or arms. The solution has no more ill effects on the skin than the solvent.

This solution can be kept indefinitely in the treating container. The concentrate and solvent are added in the proper proportions as the solution becomes low. A cover fitted over the solution container when not in use will prevent evaporation. While freezing does not affect the product's quality, the concentrate should be stored in a warm room to keep it liquid and uniform at all times.

The secret of a good water-repellent treatment is complete immersion in the solution. Garments should not be crowded too tightly. There should be enough space for the solution to flow in, around and over the pieces.

Some fabrics will absorb more of the solution than others but the difference is not appreciable in terms of cost. The cost of the solution per garment will range from one to five cents for lightweight apparel and correspondingly more for heavier pieces.

The prices charged for this service will depend on your own market and should be in line with drycleaning costs of the garments. Retail prices have been noted from 75 cents to \$5. In the case of garments which are drycleaned often, like men's suits, the prices range from 50 cents to \$1.50. Items less frequently cleaned, like formal dresses or slippers, bear proportionately higher retail prices.

No additional labor is needed to offer this service. The person regularly in charge of your drycleaning tumblers and extractors can do the job. It requires no special skill—only simple immersion and extraction. As many as six garments can be immersed and extracted in a period of five to seven minutes. When you consider that these six garments will bring you \$3 to \$10, that is an excellent return for so few minutes' work.

By offering this service on a year-round basis, the drycleaner can reap additional profits in any season. In the spring, when housecleaning is prevalent, there is the market for slippers and drapes. It can be emphasized that a water-repellent treatment will prevent slippers from being soiled by soft drinks or other liquids. Formal dresses will bring extra business in the summer. From fall to spring there are raincoats, men's suits, jackets, women's dresses, and most of the protective outdoor clothing worn at this time. Throughout the year such items as neckties and housecoats can be made water-repellent.

This service should offer an excellent means of increasing your gross without extra worries about excessive cost. Your customers will welcome the protection that a water-repellent treatment can give their apparel and household furnishings. # #

\*For further details on this precaution, see NICD Technical Bulletin 252.

# WHY MORE NEIGHBORHOOD DRYCLEANERS are buying



*the NEW '52 fully automatic SEC!*

Neighborhood cleaners are putting more profits in their pockets, even in these high-cost days, with the New '52 SEC. There's good reason for it, too!

The New '52 SEC does *more cleaning in less time—better cleaning at less cost*. With the SEC-cleanized process, clothes are completely submerged during the *whole* washing cycle, and turbulent agitator action keeps the fluid swishing through the fabric fibres. That's why SEC takes less time, does a better job.

SEC's exceptionally economical operation *plus* phenomenally high continuous solvent recovery keeps your operating costs way down.

And SEC's national advertising of SEC-cleanized, the deep down cleaning process, channels more customers to your store ... brings you *plus* business every week of the year.

So, start putting *more* profits in your pocket with the New '52 SEC (available on SEC's easy budget-purchase plan.) Write for details, today!



Everything you need in one compact unit  
... The New '52 SEC ...



For Over 15 Years  
Producers Of The Finest  
In Synthetic Cleaning Systems.

**SEC CLEANING SYSTEMS**

SEC-a-matic Corp. 35 La France Ave., Bloomfield, N.J.  
A General Precision Equipment Corporation Subsidiary

# The Strong Soap Solution is impractical without a method for testing

## Do not be misled

into thinking that your filtered Strong Soap Solution (S.S.S.) is not removed by sweetener powder.

Regardless of which soap or detergent you select, and regardless of which adsorptive sweetener powder you select, the sweetener adsorbs some of the soap as it adsorbs the fatty acids.<sup>1</sup>

### Fatty acids cause trouble

When you remove fabrics from a filtered Strong Soap Solution (S.S.S.) which has built up with excessive amounts of fatty acids you are headed for trouble.

### Sweeteners reduce concentration of S.S.S.

If you attempt to remove the fatty acids with adsorptive sweetener powder you are certain to reduce the concentration of the Strong Soap Solution.

### Working in the dark

Heretofore the Strong Soap Solution was impractical because you had no way of determining how much of the active ingredient had been lost. *It was impossible to determine how much fresh soap was required to compensate for the loss. You worked in the dark, without the vaguest idea of how far you were from the original concentration.*

### New Testing Kit gives new concept to S.S.S.

Street's chemists have at long last supplied the missing link in the Strong Soap Solution. For the first time in the history of the dry cleaning industry you may purchase a cleaning-aid which is designed specifically for the S.S.S. and designed for use with a testing kit which determines the exact concentration of the S.S.S. at any given time. There is no more groping or floundering. *The S.S.S. is at last reduced to a scientific operation.*

Formula 886, now famous throughout the nation, not only produces unprecedented insoluble soil removal and whiteness retention, but of equal importance, its active ingredients may be titrated accurately in the S.S.S. with Street's new testing kit. At any given time you may determine with laboratory accuracy the exact

amount of fresh soap required to restore the S.S.S. to its original concentration.

"Just as good"...

"We always had it"...

While other manufacturers are scrambling frantically to imitate Formula 886 and the new Strong Soap Testing Kit, you may profit from Street's vast backlog of experience in supervising the use of 886 and the testing kit in hundreds of leading plants. There is no need for any costly experimentation on your part.

You will be approached with many claims of "just as good," or "we had it long ago." The fact remains that if anyone had it before, *they surely deprived the industry of its benefits by keeping it a deep, dark secret.*

It is equally significant that as this is written no other manufacturer has made the slightest pretense of offering the industry at large a kit or a technique for conducting an accurate quantitative analysis to determine the active ingredient in a used Strong Soap Solution.

Without this new method of testing the use of the Strong Soap Solution is impractical.<sup>2</sup>

### A trained field technician is near you

Street's corps of field technicians is trained in all variations of the Strong Soap Solution. A technician is near you who will be pleased to demonstrate the revolutionary new Strong Soap Testing Kit. Address your request for free service to R. R. Street & Co., Inc., 661 W. Monroe Street, Chicago 6.

1. Reference in this paper to "sweetener" is restricted to the accepted commercial brands which remove soluble non-volatile matter from filtered solvent by adsorption. It is recognized that some less efficient alkaline products of the nature of soda ash are capable of removing some of the fatty acids without removing the active ingredient. Removal of fatty acids during filtration by saponification (rather than adsorption) usually results in excessive pressure.

2. The methods of using the filtered Strong Soap Solution referred to in this paper are those involving no separate rinsing solvent, as practiced in the majority of plants. Full recognition is given to the decided advantage of the newer types of combination washer-extractors which make it practical to clean in a highly concentrated S.S.S. in one filter-tank assembly, and rinse in volatile solvent in another filter-tank assembly, without transferring the fabrics.

**All adsorptive  
sweeteners  
remove soap**

There is no such thing as a filter soap, detergent, concentrate or other type of cleaning-aid in commercial use today which has some mysterious properties for inhibiting the adsorptive properties of sweetener powders. All dry cleaning soaps are susceptible to adsorption by commercial sweeteners.

All commercial sweetener powders in use to date which are capable of removing fatty acids from filtered solvent by adsorption also remove some of the soap by adsorption.

**Only  
alkaline powders  
remove fatty acids  
WITHOUT  
removing soap**

When alkaline powders such as the hydroxides, carbonates, phosphates or silicates are used in the filter system, the fatty acids are saponified, and being thus thrown out of solution, are removed from the SSS and deposited on the filter plates.

This is accomplished without removing those drycleaning soaps which are stable in the presence of alkali.

Alkaline powders are of increasing interest now because cleaners are seeking means of removing impurities from the SSS *without removing the active ingredient*.

The only objection today is the same as 20 years ago, in that the saponified fatty acids reduce the porosity of the filter powder to such an extent as to cause excessive pressure in some filters. In the early 1930's this condition was alleviated by Ceco Sweetener in petroleum solvent and Band Box crystals in chlorinated solvent, both of which were used in towers independent of the filter. However, subsequent attempts to use alkaline powders directly in the filter system have resulted in at least some increase in pressure.

## **A clear understanding of these facts will aid you in getting the most from your Strong Soap Solution**

STREET's were the first to offer a strong soap testing kit so designed that any cleaning-room worker can conduct with laboratory accuracy a quantitative analysis of his SSS, regardless of whether the solvent is treated with adsorptive sweetener, alkaline powder or by distillation.

News of the phenomenal results from plants already using FORMULA 886 and the STRONG SOAP TESTING KIT is spreading rapidly to all parts of the country, and the success of this process has brought on a mad scramble by many allied tradesmen to duplicate it.

The busy operator who is interested in installing

the Strong Soap Process on a tried and proven basis may well by-pass all experimentation by going directly to STREET's.

FORMULA 886 is long past the experimental stage.

The new STRONG SOAP TESTING KIT is also long past the experimental stage.

STREET's experience with the Strong Soap Process dates back to the advent of pressure filtration in dry cleaning. An expert field technician will call on request to demonstrate the kit and the process. Address your request for a survey and demonstration to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.



IN APPLIED SCIENCE LAB, Col. James W. Rice experiments with characteristics of water for benefit of watching students



PRACTICAL RUG CLEANING was taught each day of course. Here a student operates on-location rotary brush

## Rug Cleaning Taught Here

Another Silver Spring Diary tells the boss's secretary about three-weeks course. Part I

by JOHN J. MARTIN

November 31, 1951

DEAR BLONDIE:

With the end of Editor Bill Palmer's journal of NICD's general and management course a few years ago, I'll bet you thought you were through with "Silver Spring Diaries" forever.

Well, Blondie, associate editors get to go to school, too, and you just gotta hear me out. Honest, this is just the end of the first week, but the joint National Institute of Rug Cleaning-National Institute of Cleaning and Dyeing rug cleaning course has me busting at the seams already.

The wife and I arrived on Monday morning, and hustled right out to the Institute. In a matter of minutes NICD's registrar and keeper of the keys, Miss Michelsen, has us fixed up with a very nice room. It's reasonably priced, within walking distance of the school, and has cooking facilities, too.

Shortly after 9:00 A.M., the group of seven students met with Col. James W. Rice for an introduction and orientation to the course, the Institute and each other. We took a fast tour of the school and its facilities, then at eleven sat down for our first period of classroom instruction. We didn't waste a minute getting started and believe me, we've been off to the races ever since.

This first week has been heavy on applied science, carpet construction, spotting and practical rug cleaning. In addition, each day we've had management subjects like invoicing and personnel relations.

This applied science is really something. For the first few days this week Col. Rice concentrated on setting us up with a firm background of fundamentals.

These definitions and clear explanations brought us to a point where we could move to a study of just how the basic elements react to form acids and alkalies. We spent a lot of time on these, studying their characteristics first. Taste, feel, action on fibers and the simple litmus-paper recognition test were pointed out to us.

We examined each acid and alkali from the point of view of relative strength and use in the plant. In this manner we soon came to know more than just names; we could associate the acid or alkali with effectiveness and rug cleaning use, making "schoolbook" memorizing unnecessary.

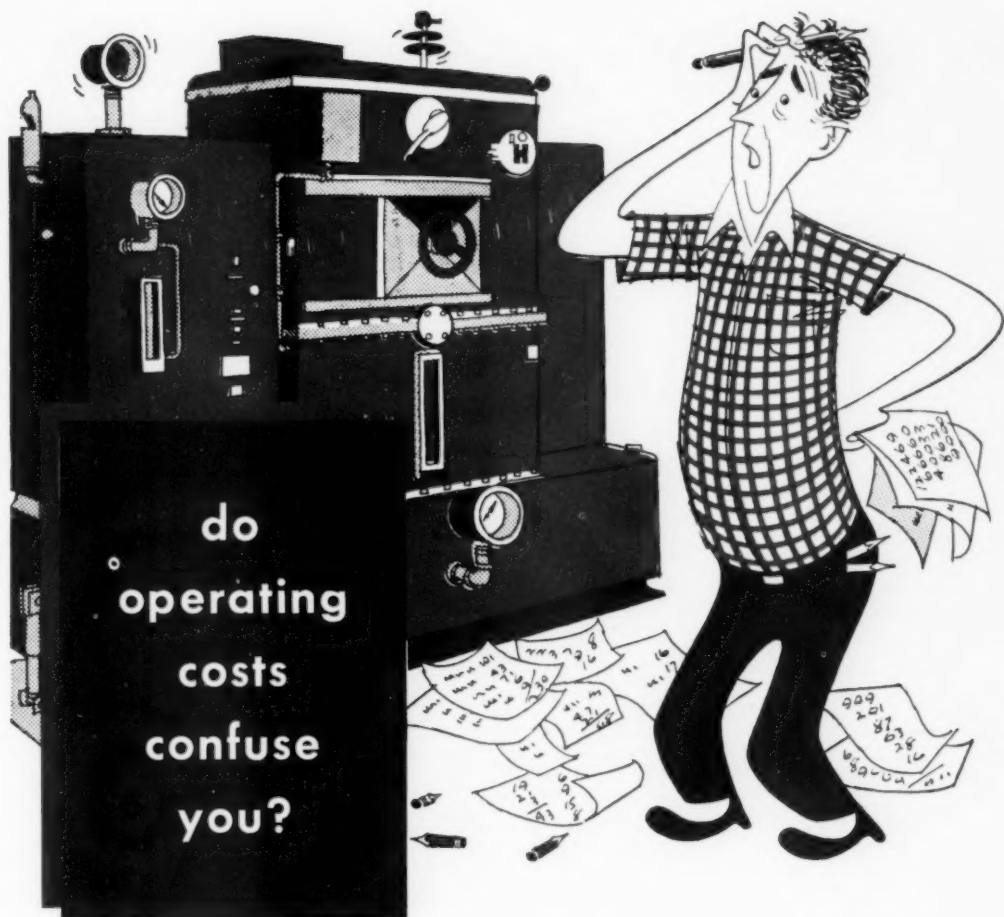
The degree of alkalinity or acidity, or pH, came in for a large share of study this week. We learned to read the pH scale and to test for strength as measured by this scale.

Controlling pH by using chemicals that will cause



MANAGEMENT SESSIONS were held in NICD's modern classroom





do  
operating  
costs  
confuse  
you?

When you compute your operating costs, are you including all the factors that give a "true" picture of actual expenditures? Sales expenses, general overhead, depreciation of equipment... these and many other items belong in any cost analysis to determine your profit picture.

A helpful table with suggested percentages on approximate distribution of costs is contained in the manual, "Solvent Losses; Cost of Operation." This is number seven of the Dow series on the operation of the synthetic dry cleaning plant. See your distributor for copies.

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the degree of alkalinity or acidity to stay close to a given point when small amounts of acid or alkali are added proved most interesting. These chemicals are called "buffers," and in the lab we actually watched their action in controlling pH. These lessons on strength taught us to use these valuable cleaning tools with proper care and respect.

We moved on to water, both hard and soft, in the week's last applied science period. We learned why hard water is bad for rug cleaning, just what makes water hard, and began our discussion on how to make hard water soft. More of this next week.

In carpet construction, we've been concentrating on fundamentals once again. For the most part, the boys knew wool from cotton. But when it came to knowing *why* the two are different—well, that's what we learned in carpet construction this week. (That's the beauty of these courses; we're learning the *why's* as well as the *how's*.)

Spotting took some of the limelight this week. With Col. Rice at the helm as usual, we first learned just what the tools of rug spotting are, and then how to use them. Although we were itching to get at some of those stained rug samples immediately, the Colonel made sure that the all-important fundamentals were in mind first.

Later in the week we did get at those spots. With the instructor right there to see that I didn't dig the spot out with a spatula or trim off the edge of the rug, I managed to get rid of some inks, chewing gum, glue, paint, grease, tar and wax. These were, of course, dry-side stains. We move to the wet side next.

Invoicing was our first management subject. For this, as well as customer control, public relations and personnel relations, we took advantage of NICD's experienced management engineering staff as lecturers.

This personnel stuff sure shows that a lot of people take a lot of simple things for granted. For instance, in the first class on training methods, instructor Charles Brown asked us how to open a pack of cigarettes. I opened my big mouth to tell him, and in a matter of seconds had the butt out of the package—and into his left ear.

Trouble was, I didn't break the job down into its proper parts before I tried to instruct him. I'd better do a more careful job on my homework assignment this week end. If not, and he does the same thing with the pencil I have to sharpen in job-breakdown form, the school will have one deaf instructor.

From three to five each day the group works in the



PERSONNEL CLASSES, Charles Brown instructing, showed importance of man in the production process



JOB BREAKDOWN demonstration: Marty Schicker, Staub's, Rochester, N. Y., tries to tell Jim Westbrock, Oriental Rug Cleaners, Midland Park, N. J., how to raise that venetian blind



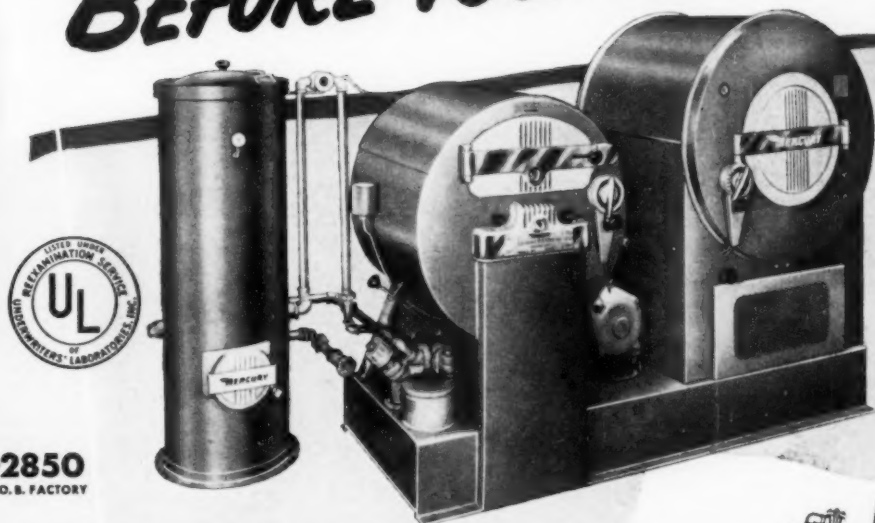
EVEN BETWEEN CLASSES, zealous group cornered Col. Rice for additional information



TESTS IN DEXTERITY were performed in personnel management sessions

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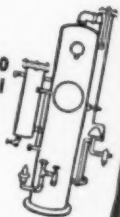
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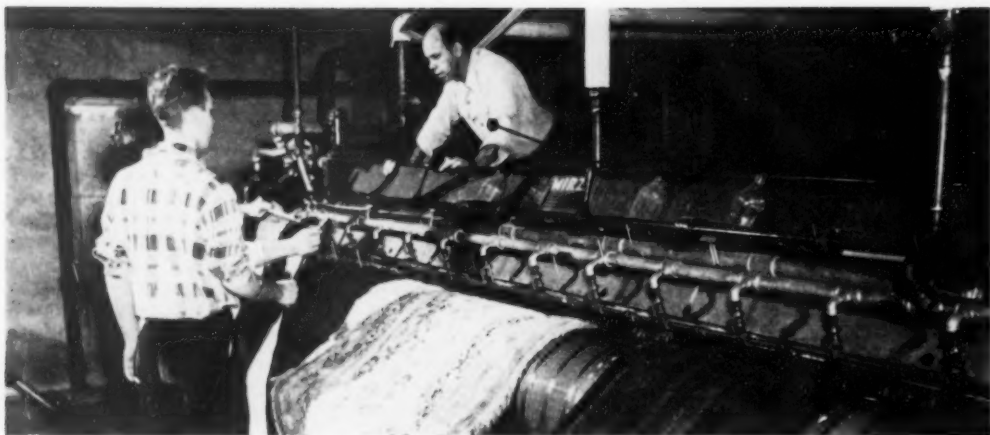
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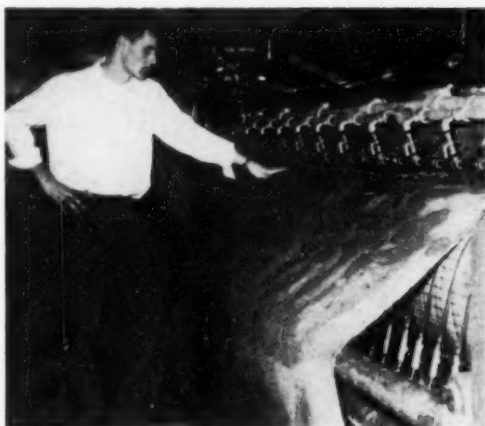
MASS PRODUCTION TECHNIQUES were learned in Institute's complete plant

Institute's complete, modern rug cleaning plant to learn how it's done in practice. I've helped beat rugs, cleaned them on the big automatic scrubbing machine, and have operated the rotary brushes.

We've been shown the best in vacuuming technique, and then tried it for ourselves. We've all worked the on-location equipment now. One afternoon was spent using the Institute's laundry washwheel to clean those rag-type rugs.

For two hours a day, anyway, I'm a working man. (Please show this line to the boss.)

That's about it for now, Blondie. More of the educational efforts next week.



WARY EYE is kept by student-associate editor Martin on rug coming through for second pass on cleaning machine

December 7, 1951

DEAR BLONDIE,

My, my, old pen pal, where do the days go? Here it's already the end of the second week: letter-writing time again. Just goes to prove that steady, interesting work makes the time fly. (Maybe you'd better not show *this* line to the boss.)

The words "Rug Cleaning Engineering" on the class



BEATING was first practical technique learned

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PROPER VACUUMING TECHNIQUE is demonstrated by instructor in on-location session

schedule sheet for the second week scared the life out of me at first. They shouldn't have, as Col. Rice didn't bring calculus or complicated engineering formulas into his talk at all.

It was strictly a discussion of some of the basic engineering principles that the rug cleaner uses in his plant every day. Sessions on the movement and action of air gave us some insight into the reasons for wet things drying. Classes on fuels brought out the relative heating qualities of the different materials that can be used to create heat. We studied pumps and piping systems in order to compare the advantages and disadvantages of the ways in which air and water can be moved from place to place.

Ever see one of those relative humidity charts? You know—the kind that looks as if a drunken Indian on a lame buffalo had plotted all the lines.

Well, they aren't as complicated as they look. Anything is easy when you know how, and we now know how to read and interpret these charts as well as the

relative humidity measuring devices that go with them.

As you can see, these topics are to be the basis for our study of drying and dryroom technique—all-important in rug cleaning. With their appetites primed by the classes this week, all the boys are eagerly awaiting a chance to kick their pet dryroom projects around in the following engineering sessions.

Don't let it get around, but this week Col. Rice taught us all about strippers. The ones that do their stuff on the spotting board, that is, not the stage. We had finished up wet-side stains before moving to these reducing agents, bleaches and digesters. Took our time with these special spotting agents, as they require a little extra know-how and care in handling. As usual, Col. Rice doled out the know-how while we soaked it up as fast as we could.

A lot of time was spent in the applied science lab this week in connection with our work on hard water and soaps.

One series of experiments taught us to look upon soft water with a great deal of respect. First, we learned to make a simple hard-water test. Then, making duplicate experiments, but using hard water in one and soft water in the other, we saw the differences between the two. Hard water created a curd, actually destroying the soap in our solution. In soft water, on the other hand, the soap made a strong lasting suds.

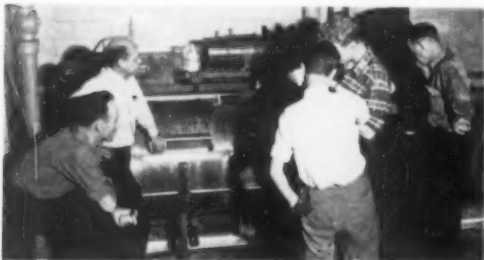
We made both high-titer (hard) and low-titer (soft) soaps in another lab session. These were made from raw chemicals, and pointed out some of the actions of alkali and fatty acid on a rug that's being cleaned.

Of course, this lab work was tied into the classroom lectures. One picture is worth a thousand words (the boss says), and these experiments were our pictures. They graphically pictured the points made by the instructor in class.

We had finished up on the basic fiber characteristics last week, but there was one more important session to go in this subject. In lab, we performed all the fiber tests that will help us to identify the materials that go into rugs. Most impressive were the burn tests. The way a fiber burns, its ash characteristic, odor and feel make it easily recognizable from any other fiber.

Completing this basic work, we went to town on the different carpet weaves, learning the make-up of Axminsters, velvets, Wiltons, chenilles and all the rest. Each of the individual parts of the rug was defined so that we could be familiar with terms like weft, warp, pile, stuffer yarns and shots. In class, we copied diagrams of the various rug weaves into our rapidly growing (and rapidly becoming more valuable) notebooks.

Then, the boys really had some fun. In lab once more, samples of each type of rug weave were passed

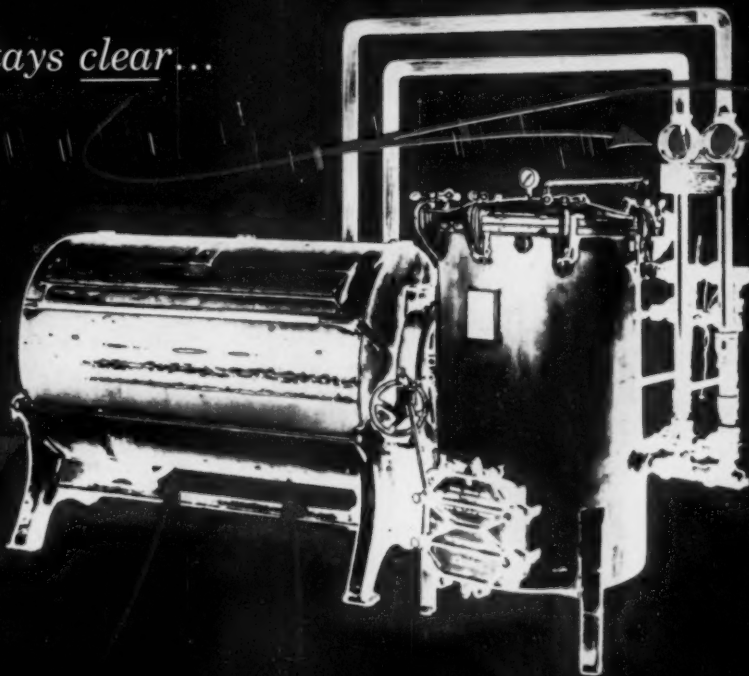


LAUNDRY WASHWHEEL METHOD of handling rag-type rugs is shown to much interested class



HOOKEED RUG is pulled from drycleaning washer to extractor. Dual sponsorship of course opened NICD facilities to rug cleaning class

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Flo-Klear is a trade name of the Pennsylvania Salt Manufacturing Co.



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RUG IS PINNED on dryroom conveyor by Hugh Zimmerman, Frenchway Rug Cleaners, Lubbock, Texas



NOT PULLING WINGS off butterflies but pulling sample pieces apart. Carpet construction classes brought close analysis of rug weaves

out. All were immediately ripped to pieces. Wool and cotton flew in every direction, also cries of astonishment as the gang learned some new things about the carpeting they clean.

The class spent even more time with the management engineering department this week. Some of the topics already begun were carried on, and a few new ones came into the picture.

The results of our instruction in how to write job descriptions were shown by the work done on weekend homework assignments. Remember, I said I had to write a breakdown on pencil sharpening? The rest

of the boys had similar assignments, ranging from tying a shoe lace to filling a fountain pen.

With personnel instructor Brown following the descriptions, each man in the class was tested on his work. As a class, I can say we learned the lesson. There were no accidents, and all the tasks were performed quickly and easily. Applied in the rug cleaning plant, the principles of good instruction can save time and money, as proved by these little examples.

Accounting sessions introduced us to the uniform account classification system for rug cleaners, dry-cleaners and laundries. From instructor Bob Cowie we learned how this system, used with business judgment, can control costs and lead to greater profits.

A little more on the technical side was the session on plant layout. Here we learned how managed layout can further increase profits by saving time and steps in the production phases of rug cleaning. Cardinal principle of plant layout, we found from instructor Hal Le Roy, was to always ask the question, "Can this step be eliminated?"

Just to show us how very easy we have it, Col. Rice took the group to the Textile Museum in nearby Washington. Here are some of the oldest and rarest rugs, carpets and tapestries in the world. When received, they are in beat-up condition, often being shipped from diggings in some ancient tomb.

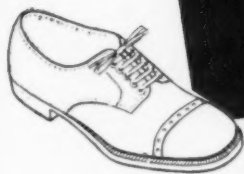
The museum staff has the job of reconditioning fibers that are thousands of years old. Cleaning takes patience and a fine knowledge of chemistry and fibers. Compared to this process, the average rug cleaner has a snap job.

And speaking of snaps, I'd better snap to the books right now. Got a guy from Texas in the class, and I'll be a gone goose unless I learn what's in the books. If I don't I'll never know what to believe when he tells us how they do it all bigger and better in the Lone Star state. # #

Dear Eager Beaver:—Sounds rugged! Don't kill yourself—just be sure we get your report of the third and last week in time for our April issue.—BROWN

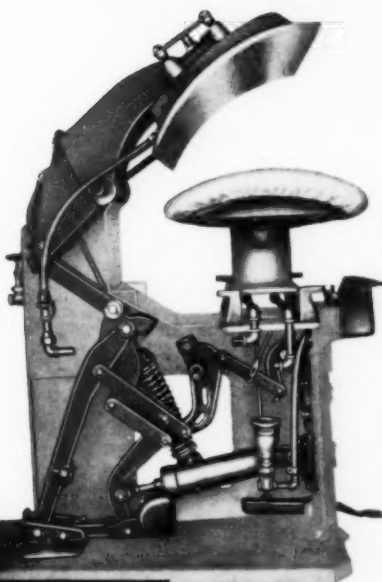


THREE DIMENSIONAL MODELS were used to show carpet constructions



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# Putting Controls in a Piping System

How to choose proper valve for specific purpose in regulating flow or pressure

by JOSEPH C. McCABE

ALMOST ANY MECHANICAL AID, from boiler room to small steam press, is only as good as its control. This holds doubly true for a piping system. Fortunately, there are any number of excellent tools—called valves—which you can put into a piping system to give as close a control as you could possibly want.

Whatever you want a valve to do will be one of five fundamental operations or possibly a combination of two or more. These are (1) starting and stopping flow, (2) regulating or throttling\* flow, (3) preventing back-flow, (4) regulating pressure, or (5) relieving pressure.

## 1. Starting and stopping.

These are perhaps the most useful and the most frequent jobs we give to valves. Gate valves (Fig. 1) are excellent for this class of service. When you turn the handle to open the valve you move the valve stem up by the threads. That lifts up the gatelike disc so water, steam or whatever fluid you're handling can flow right through in a straight line. This straight-through flow gives the least resistance and therefore the least friction loss (see January NATIONAL CLEANER & DYER, page 88).

To stop the flow; that is, to shut off the valve, you turn the handle so the valve stem moves down. This lowers the gate disc to where it snugly fits between the two valve seats. The simplest seating arrangement, shown in Fig. 1, is called a solid wedge disc. You can install it in any position without danger of the disc jamming. This type of disc gives about the best results for steam installations.

It must be remembered, however, that you use this disc either fully opened or fully closed—not in between. This design is not at all practical for throttling.

In fact, with the usual gate valve close regulation is impossible. A fast-moving liquid against a partially opened disc may cause vibration and chattering and eventually result in damage to the seating surfaces (the smooth sides and the bottom of the disc that lie against the valve body in the closed position). Also, when throttled, the disc suffers severe wire-drawing\* erosive effects.

There are other disc designs for special services. For instance, the double disc (Fig. 2 shows the valve fully closed) works in noncondensing gas and liquid services at normal temperatures, as in waterworks, sewage fields and in the oil and gas industries. The double discs, with parallel faces, seat by being spread against the body seats after the valve stem has been lowered to the closed position. A disc spreader makes contact with a stop in the bottom of the valve and forces the discs apart. Double wedge discs do not require spreaders.

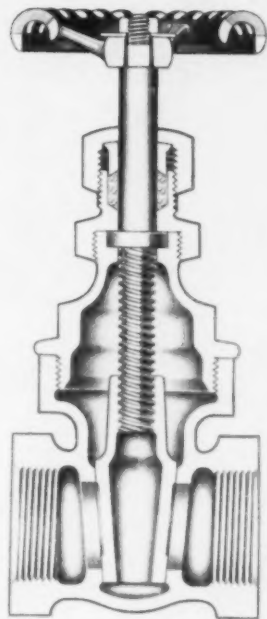


FIGURE 1



FIGURE 2

FIGURE 3

The plug gate disc (Fig. 3), available in corrosion-resistant alloys, is cone-shaped instead of having flat faces. It has all the advantages of a solid wedge gate and besides works well for throttling purposes.

(Continued on page 72)

\* See glossary on page 72.



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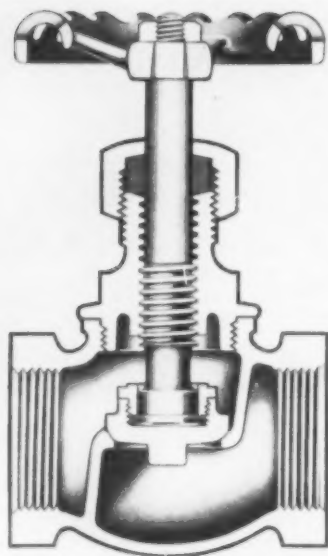


FIGURE 4

(Continued from page 69)

## 2. Regulating or throttling flow.

This can best be done with globe or angle valves (Fig. 4). Their seating design causes a change in direction of flow through the valve body. It increases the resistance to the flow. But it lets you squeeze down on the liquid and thereby pinch off as much or as little as you want.

What's more, because of a much shorter disc travel than the gate valve gives, you can open and close the globe valve more quickly. This saves the operator's time when valves have to be operated frequently, as during changes in load. However, you seldom find this class of valve picked for the large pipe lines, above 12 inches, because it is so hard to close and open the larger valves against pressure.

Any valve in frequent use needs considerable maintenance. Here again the globe valve has some definite advantages. Its disc and seat can be quickly and conveniently resealed or replaced.

There are three major choices of discs (see Figs. 4, 5, 6 and 7) that you can get in globe valves, depending on the type of service. The conventional disc, as in Fig. 4, has a very thin contact line (Fig. 5), formed by the

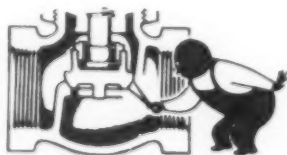


FIGURE 5



FIGURE 6



FIGURE 7

## GLOSSARY

### Engineering terms used in this article

**Blowoff lines**—All the solids in feed water reaching a boiler drum tend to concentrate there as steam forms and leaves the solids behind. If they get too great the water "foams." So blowoff lines tap into the boiler for periodic drainings or bleedings.

**Drain lines**—Any heavy steam-using equipment condenses a lot of the steam in doing its job. This condensate is drained out and returned to a central collecting basin through drain lines.

**Drip lines**—Whenever long lengths of steam-carrying lines are trapped to remove condensate developing in them, the trapped condensate is led away from the traps in drip lines. These lines usually feed back to a central collecting basin or reservoir for reuse.

**Soot blowers**—All boilers have special nozzle-fitted pipes set close to the boiler tubes so that steam or, in some cases, compressed air can be blown against or through the tubes to remove any soot buildup.

**Throttling**—The process of pinching down on the flow of a liquid through a pipe by closing the valve part way. This reduces the cross-sectional area for the liquid to flow through. The restriction, of course, raises the resistance loss through the valve.

**Wire-drawing**—Steam passing through a pinched-down valve undergoes rapid changes in volume and in temperature as a result of the increase in velocity and pressure through the narrower opening. This added pressure and velocity can cut right into the valve metal. The action is known as "wire-drawing."

taper of the seat with the face of the disc. This narrow line bearing breaks down hard deposits forming on the seats under certain services and prolongs operation. This disc is widely used for many cold and hot water services.

Plug type discs (Fig. 7), unlike the conventional types described above, have wide bearing surfaces. The long, tapered plug disc and matching seat offer highest resistance to the cutting effects of dirt, scale and other foreign matter. Because of this ability, plug disc seating is the best choice for the toughest flow-control services such as throttling, drip\* and drain lines\*, soot blowers\*, blowoff\* and boiler feed lines.

The composition disc valve (Fig. 6) seats its flat surfaces like caps against the seat openings. The disc

\* See glossary above.



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consists of a metal disc holder, a composition disc and retaining nut.

You can get the composition disc in a number of materials. Just which one you select depends on the service you'll give it—air, steam, hot and cold water, oil, gas or gasoline. By changing the type of disc material the valve can be changed over from one service to another. In case of leakage the disc can be quickly renewed.

Composition discs are suitable to all moderate-pressure services except throttling, at temperatures as recommended. They often can absorb a certain amount of solids without leaking by embedding them in the composition material. But this, of course, is not recommended service.

Angle valves (Fig. 8) have the same operating characteristics as globe valves. Whenever you have a 90-degree turn to make in a line and need a valve in the section put an angle valve in. It reduces the number of joints and saves make-up time. Further, it offers less resistance to flow than an elbow plus a globe valve, which it would replace.

### 3. Preventing backflow.

This is carried out by one valve, a check valve (Fig. 9). Its sole job is checking or preventing reversal of flow in piping. The check valve comes in two basic types, swing (Fig. 9) and lift check (Fig. 10). Flow keeps these valves open and gravity or reversal of flow closes them automatically. As a rule, swing checks are used with gate valves and lift checks with globe valves.

Swing check valves offer less resistance to flow than lift checks because the line of flow is practically straight. The disc is hinged at the top and seats against a machined seat in the tilted bridge wall opening. The disc swings freely in an arc from fully closed to fully open. The valve opens from the pressure of flow and the size of opening varies with the volume of flow.

### 4. Regulating pressure.

This job involves the use of special valve assemblies which include two valves, one main and one auxiliary. The main is a valve capable of supplying the full rated output desired at the low-pressure level. In front of it is a throttling or adjusting valve set to change the inlet area to the point where discharge is at the desired pressure level.

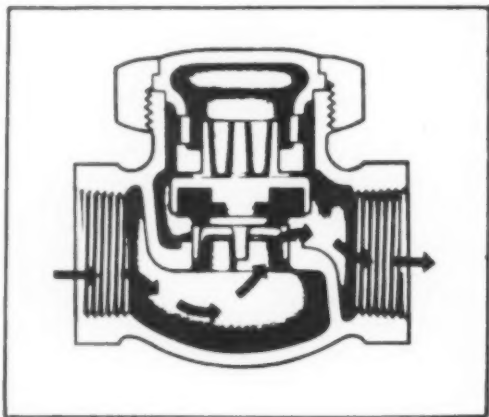


FIGURE 10

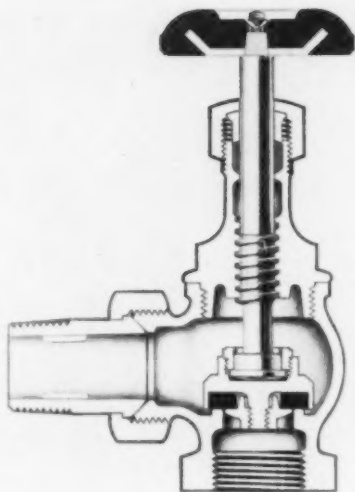


FIGURE 8

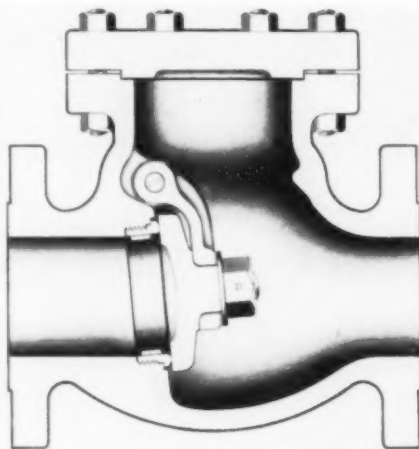


FIGURE 9

Working properly, pressure regulators not only reduce pressure but maintain it at the desired point. Reasonable fluctuations of inlet pressure to the valve do not affect the outlet pressure.

### 5. Relieving pressure.

Devices for this purpose should always be put in on the low-pressure side of pressure regulators. They are commonly called safety or relief valves, and are usually spring-loaded to open automatically when pressure exceeds the limit for which the valve is set.

Safety valves are generally used for steam, air or other gases. Relief valves are usually put in on liquid lines. # #

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# Manual for Training Silk Finishers

## Part I: Sleeving on puff irons

by LAURA HERRMANN PORTERFIELD

### A. Instructions to Trainers

#### 1. Have workplace clean.

Of course, this holds good at all times, but things accumulate. There should be nothing on the tables beneath the puffers except the hand pad which the operator uses on her arm while finishing.

If you are using covers on your puff irons, be sure that they have good flannel padding underneath the acetate cover, and also that there are no holes in the covers. Be sure that all covers are fastened securely.

#### 2. Have all necessary equipment on hand and in good condition.

This includes the hand pad mentioned above. Be sure that the cover on it has no holes in it. Be sure to inform the operator that she must have the cover replaced as soon as there is a hole in it.

Be sure there are no moisture leaks in the puffers themselves. They don't wear forever, and the valve can get a leak in it at almost any time.

#### 3. Know your equipment.

Puff irons as well as the other pieces of finishing equipment may look very simple to us who have been working with them, but did you ever stop to think how they look to a stranger to a cleaning-plant finishing room?

How are you going to explain the puff irons? Here is one method we have often used and found very successful. First, show the operator a steam iron. Most of the girls have seen them in their homes these days. Explain that it is like a tea kettle; we must heat the water first in order to get steam. So we must always turn the electricity on the iron first, and let the iron get hot before we open the steam valve for the steam to enter the iron. Even then we may get some water through the iron, so we blow it off first before we start to finish a garment.

Now we can explain to the student that the iron is heavier than a garment, and that it is easier to lift the garment. So we decided to stand the iron on end—hence the puff irons. We put the garment on the iron instead of turning the garment inside out and pressing with the hand iron.

#### 4. Have garments ready.

If a lot of work is brought to you all at one time, and it is necessary for you to pick out the type of garments to be done on the various equipment, be sure this is done before the new employee arrives. Be sure

also that you can give her a reason for sorting them as you have.

It is a good idea also to have some of the garments there that will not be finished on the puffers, so that you can show the new girl why they must be finished by another method. She may have to do this sorting some time when you are not around.

You should know that most materials except cotton and linen can be finished on the puff irons. The other reason we do not finish certain garments on the puffers is that the skirt must be finished by hand and therefore we give the entire garment to the hand finishers. Many people make the mistake of giving all dinner dresses and formals to the hand finishers without thinking of how they could very easily be done on the puffers, the same as a street dress.

#### 5. Follow show-tell method of instructing.

This method may be new to you, but it is just what it says. You will find after you have practiced this system for a while that it is the easiest and surest method of teaching.

##### Step 1. Prepare the worker.

Put her at ease.

State the job and find out what she already knows about it.

Get her interested in learning the job.

Place her in the correct position. (Do not let her stand facing you while you work on the puffers. See that she is standing as close to you as possible, so she will be in approximately the correct position.)

Tell the student what to expect from the demonstration and what to look for.

##### Step 2. Present the operation.

Tell, show, and illustrate one important step at a time.

Go through entire operation at normal speed.

Stress each key point.

Instruct clearly, completely and patiently, but no more than she can master.

##### Step 3. Try out performance.

Have the trainee do the job—correct errors.

Have her explain each key point to you as she does the job again.

Make sure she understands.

Continue until you know she knows.

##### Step 4. Follow up.

Put the trainee on her own. Tell her to whom she goes for help.

Check frequently. Encourage her asking questions.

Check less and less frequently and gradually leave her on her own.

Be sure that you know your important steps and also the key points. You must know these so that the

#### EDITOR'S NOTE

This is the first of a series of articles on training silk finishers. The complete series will cover training of finishers to do a complete job, using all types of equipment.



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 CITY \_\_\_\_\_ STATE \_\_\_\_\_



FIG. 1a. Long sleeve



FIG. 1b. Short sleeve



FIG. 1c. Puff sleeve

operator will be able to follow the written instructions which have been given her.

## B. Instructions to Trainees: Puff-Iron Job Breakdown for Sleeves

### IMPORTANT STEPS

#### 1. Place left sleeve on sleeve

#### 2. Steaming procedure

#### 3. Rotating garment

#### 4. Remove sleeve from sleeve

#### 5. Right sleeve on sleeve

#### 6. Return garment to hanger or proceed with top of dress on mushroom puffer.

#### 7. Sleeve cuff

#### 8. Sleeve head

### KEY POINTS

#### a. Through neck and armhole.

#### b. Have skirt or rest of garment resting on table.

#### c. Place underarm seam on top of sleeve with armhole seam at wide end of sleeve.

#### a. Place fingers of right hand on inside of cuff (see Figs. 1a, 1b and 1c).

#### b. Cup left hand over top of sleeve.

#### c. Step on steam pedal.

#### a. Keep material of garment parallel to length of sleeve until underarm seams are reached.

#### b. Return to top of sleeve.

#### a. Take sleeve off straight so as not to wrinkle until top of sleeve is reached (see Fig. 2).

#### b. Steam one lay on each side of shoulder seam.

#### c. Slide back of dress across sleeve until right armhole is reached.

#### a. Proceed same as left sleeve.

#### a. Pull bottom end of sleeve upon small end of sleeve. Steam (pad if necessary) completely around cuff (see Fig. 3).

#### a. Insert sleeve head over heart-shaped puff iron, holding shoulder of dress with left hand and bottom of sleeve with right hand (see Fig. 4).

## C. Typical Presentation

Let us go through the process of starting to train a girl on the sleeve puffer. We hope you have individual



FIG. 2. Removing sleeve from puffer



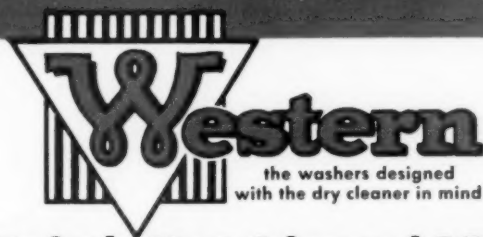
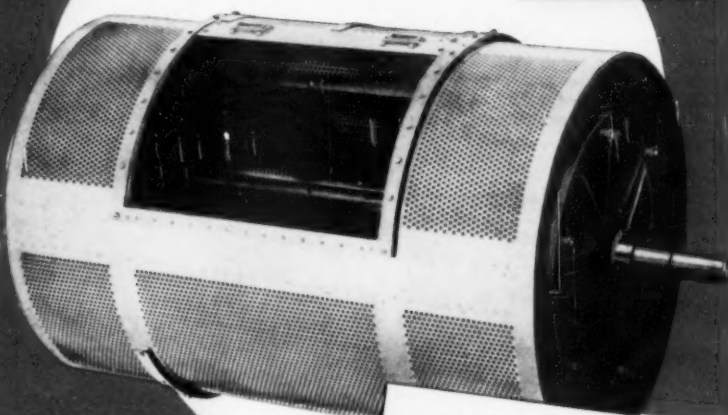
FIG. 3 (above). Finishing cuff. FIG. 4 (below). Finishing head or top of sleeve



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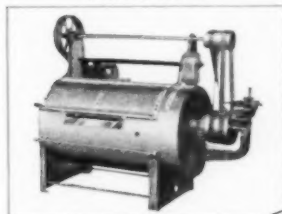
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units for each of your operators. It is rather difficult for a new employee to concentrate on what she is learning if she is interrupted by other operators.

First, let's be sure we have examples of as many types of sleeves as we might come across while working on the sleeve during a day. For example, start with a straight tight-fitting long sleeve; then a loose or bell long sleeve; a long puff sleeve with a tight cuff; a three-quarter-length straight sleeve; a three-quarter gathered sleeve with a tight cuff; a short straight sleeve, and finally the drop sleeve cut without an armhole seam.

After saying good morning to Susie, we'd suggest you introduce her to any operators who are close to her, so that in case you must leave her at any time she may be a little more relaxed.

We will use the initial "I" for instructor and "O" for the new operator who is being instructed.

**I.** I understand you have never been in a cleaning plant before.

**O.** That's right.

**I.** Hope you enjoyed your trip through our plant. We think it's the best in town.

As you were told, our work is called finishing. We don't call it pressing any more because we don't use an iron on the clothes unless it's really necessary.

Our work is all on ladies' garments. We call them "silks" and the men's garments and ladies' coats are called "wools." Actually, we get a lot of wool dresses and jackets among the silks. Jane down there at the beginning of our department sorts all the clothes as they come from the spotting department. She decides if the garment is to be finished by us, or by the "wools." Usually, if a wool jacket has no lining, we get it.

**O.** I'd like to watch her do that some time.

**I.** You'll be able to later. We like to have our girls learn as much as they want to in the plant. Right now let's talk a little about these puff irons that you are going to work on.

The reason these are called puff irons is that they were first invented to be used on those puff sleeves we had many years ago. It was very difficult to get an iron into those gathers without putting in a lot of creases among the gathers. Let's go look at one of the irons we use. Have you had any experience with the steam irons the housewives use today?

**O.** Yes, we have one at home. It sure makes ironing a lot easier.

**I.** Well, you'll notice our steam irons don't have to be filled with water like the one at home. You also know that the iron must be hot, or else you get water through your iron. A steam iron is just like a tea-kettle—you must heat the water. Now our steam comes right from the boiler, but we must keep it hot or we, too, get water. That's why we always tell the girls to heat their irons before turning this valve that opens the steam line.

After the steam irons had been in use for some time and the synthetic materials like rayon came along, someone thought it would be easier for the operator, and also eliminate shine on material, and invented the puff irons. Really, your puff iron is just your steam iron turned upside down. Instead of turning your garment inside out; putting a sleeve on the sleeve board and picking up the iron, pressing that small area; setting the iron down, moving the sleeve on the board for a new area to press, and so on around the sleeve, we just do this. *(With this statement, instructor takes plain long-sleeved garment and puts it on sleeve, using method suggested in job breakdown.)*

You'll notice I lay the skirt of the dress on the table so it doesn't get on the floor. You see we have all the dresses on the hanger so the front of the garment is

facing us and all the hangers go the same way. This makes it possible for us to always get the left sleeve first. If you take the dress off the hanger at the left shoulder, your hand is in position to put the left sleeve on the puffer without any fumbling.

**O.** That certainly makes it simple to start right.

**I.** You'll find we try to do that throughout the plant. If ever you see anything that may help you to make your work easier we want to know about it.

Now if you remember your breakdown, we start by bringing the underarm seam to the top of the sleeve. Hold the sleeve taut but don't pull on it—try to stay with the straight of the material. Keep the armhole seam just on the edge of the puffer; keep one or two fingers inside the cuff and step on the steam pedal. You'll notice this pedal can be worked so you can get a small amount of steam by stepping on it lightly and more steam the harder you step on it. You don't need a lot of steam for the average run of garments. *(Show her.)* Notice that as I turn the sleeve around the puffer, it's always so the straight of the material runs parallel with the length of the puffer, and my fingers in the cuff sort of walk around inside the cuff. Move the sleeve down on the sleeve to keep the armhole seam on the puffer.

**O.** Doesn't the sleeve stay wet from the steam?

**I.** That's taken care of by the heat from the irons and you must also be careful not to wrinkle the part you've finished. If you always follow the method we've shown you, you'll have no trouble.

Now while we've been talking, you see we've come back to the sleeve seam. If we tried to take the sleeve off now, you'd find the sleeve would be wrinkled. That's why we now go back to the top of the sleeve or the center, and then lift it off like this. *(With this the instructor raises top of sleeve with left hand and holds it taut between her two hands while taking sleeve off the sleeve.)* Now don't let go of the shoulder or remove the garment entirely from the sleeve but swing over to the other sleeve across the back of the garment.

**O.** Could I try that sleeve?

**I.** Let me show you on this other sleeve and then you tell me what to do. And then you can do one of the short-sleeved ones. Then we'll work on the puff sleeves.

**O.** I think I'm going to like this.

**I.** We hope you'll like it here. Let us know whenever we can help.

## **D. Questions Most Frequently Asked**

**O.** How do you use the hand pad?

**I.** Keep the pad on your right wrist all the time. When you want to use it, simply flip your hand down from the wrist and the pad will slide down in position.

**O.** What is this *(water spray gun)*?

**I.** You use the spray gun only when you have a sharp crease that won't come out just by using steam and the hand pad. Always use this so only the mist falls on the garment. Pull the trigger on this just like a gun and aim it over the garment rather than directly at it.

**O.** How do you hold that cuff at the corners so it stays on the puffer?

**I.** You can use your fingertips but it's easiest to use your hand pad. Always use the hand pad like you do an iron. *Don't pound with it. Illustrate.*

**O.** Why do you hold the sleeve out like that when you're doing the shoulder or top of the sleeve on the shoulder puffer?

**I.** If I let the sleeve just fall down, you see the point at the front of the puffer would make an impression in the main part of the sleeve, and ruin everything we'd done on the sleeve. # #

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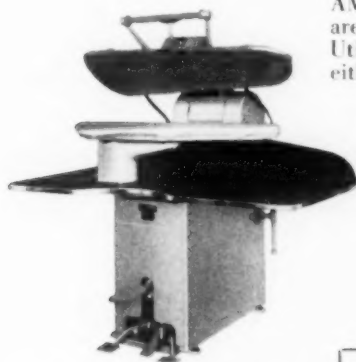
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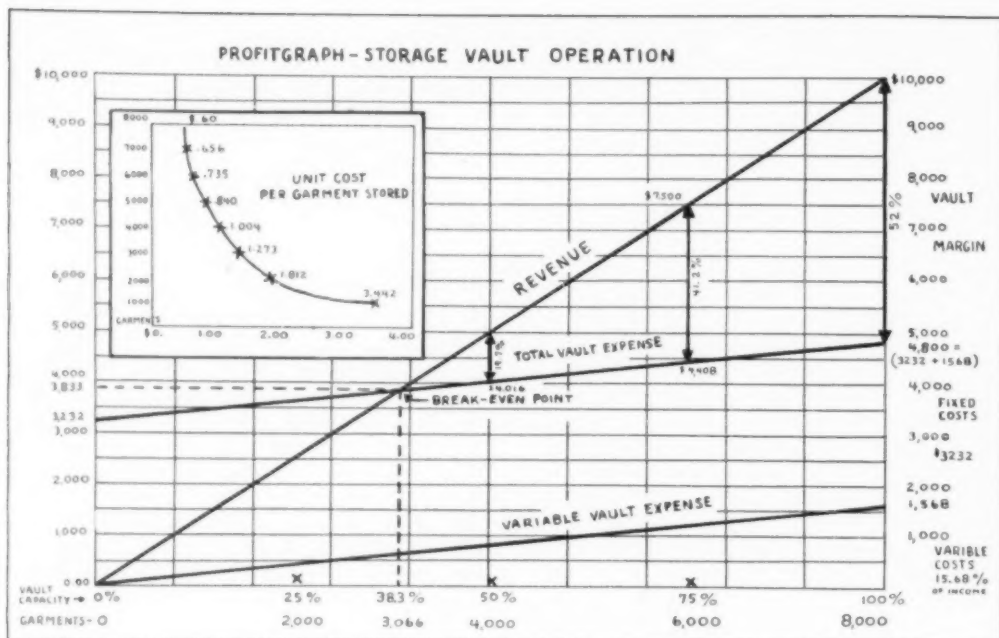
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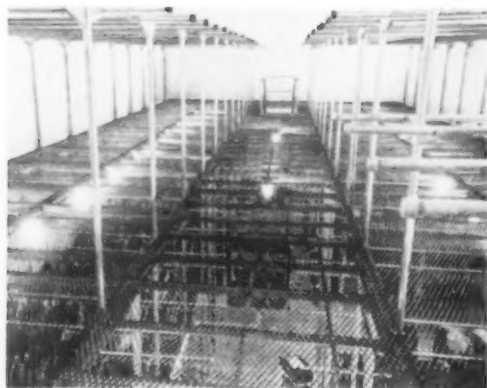
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## How To Determine Vault Profits

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Simple method finds unit costs, break-even point; gives progressive picture of profits

by JOHN J. MARTIN



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In presenting again this method of profit control, Allen's actual figures will not be used. It is the system that counts, and each operator can work with his own figures.

First, let us assume a vault with rack space totaling 1,600 linear feet. If five garments are hung to each foot of rack, capacity is 5 x 1,600, or 8,000 garments.

The next most important figure is the income per garment. For an operating vault, the average amount can be found by dividing the total number of garments stored in the previous season by the total dollar receipts for storage (not including cleaning or any other service).

If the vault is not yet in operation, income per garment will have to be estimated. If we figure \$1.25 per

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garment, total income for this vault at capacity will be \$1.25 x 8,000, or \$10,000.

We know what's coming in; now we must find our outgoing figure.

All costs are of two kinds, fixed and variable. Fixed costs are those which go on without reference to the number of garments stored. Variable costs change with the number of garments in the vault.

These costs, both fixed and variable, can be broken down into the following table:

COSTS	FIXED	VARIABLE
1. Productive labor .....	_____	\$X.XXX
2. Supplies .....		
a. Gas for the vault .....	\$XXX.XX	_____
b. Gas for the fumigation chamber .....	_____	\$X.XXX
c. Hanger loss, breakage .....	_____	\$X.XXX
3. Electric power .....	\$XXX.XX	_____
4. Building .....		
a. Estimated annual repairs .....	\$XXX.XX	_____
b. Annual taxes .....	\$XXX.XX	_____
c. Depreciation .....	\$XXX.XX	_____
d. Insurance .....	\$XXX.XX	_____
e. Return on investment .....	\$XXX.XX	_____
5. Machinery .....		
a. Estimated annual maintenance .....	\$XXX.XX	_____
b. Depreciation .....	\$XXX.XX	_____
c. Insurance .....	\$XXX.XX	_____
d. Return on investment .....	\$XXX.XX	_____
6. Indirect overhead .....		
a. Superintendence .....	\$XXX.XX	_____
b. Janitor-night watchman .....	\$XXX.XX	_____
c. Theft-prevention service .....	\$XXX.XX	_____
d. Storage insurance .....	_____	\$X.XXX
e. Miscellaneous .....	\$XXX.XX	_____
<b>HYPOTHETICAL TOTAL COSTS</b>	<b>\$3,232.00</b>	<b>\$0.196 (per garment)</b>

Note that the total costs are hypothetical—just picked out of the air for purposes of making up the graph and compiling the table of vault profit and loss.

By dividing the total fixed cost by the number of linear feet in the vault, we find that total fixed cost is \$2.02 per linear foot. By multiplying the total variable



"Now that you're working for us... there's one more little formality..."

cost by the number of garments per linear foot (five), we see that total variable cost is \$0.98 per linear foot.

If the vault is filled to capacity, total cost per linear foot is \$3. Total cost per garment is \$3 divided by 5, or \$.60, and the total cost of operating the vault filled to capacity is \$.60 x 8,000 garments, or \$4,800.

Gross profit at capacity is then \$10,000 (the total income) less \$4,800 (the total cost) or \$5,200 (a 52 percent profit). This does not take sales cost or advertising into account.

Using the same figures, the profit-and-loss table below is easily made up.

This table is merely a breakdown of the "profit-graph" illustrated at the beginning of this article. Conversely, the graph is the table in picture form.

You will notice that we have purposely picked figures that do not come out in fractions when multiplied or divided. This was done so that the system would be easier to illustrate and to understand.

Use the same method, substitute your own figures, and plot the success of your own vault. # #

INCOME PER GARMENT . . . \$1.25						
FIXED COST . . . \$3,232.00						
VARIABLE COST, PER GARMENT . . . \$0.196						
No. of Garments	Total Income	Fixed Cost	Variable Cost	Total Cost	Cost per Garment	Net Profit or (Loss)
1	\$ 1.25	\$3,232	\$ 0.196	\$3232.196	\$3232.196	(\$3230.196)
1000	1,250	3,232	196.00	3428.	3.428	( 2178) ( 173%)
2000	2,500	3,232	392.00	3624.	1.812	( 1124) (45.0%)
3000	3,750	3,232	588.00	3820.	1.273	( 70) ( 1.9%)
3066	3,833	3,232	601.00	3833.	1.250	0.00
4000	5,000	3,232	784.00	4016.	1.004	984 19.7%
5000	6,250	3,232	980.00	4212.	.842	2038 32.6%
6000	7,500	3,232	1176.00	4408.	.735	3092 41.2%
7000	8,750	3,232	1372.00	4604.	.658	4146 47.4%
8000	10,000	3,232	1568.00	4800.	.600	5200 52.0%



# THE VELVET TOUCH

Yes, lush fabrics love the 400 treatment! For under 400's gentle, easy action velvet and all glamour textures come clean and back once more to rich and glowing newness. *there's nothing else like it... absolutely nothing!*

FASHION LOVES IT...

## 400

LIQUID DRY CLEANER

HAS IT...THE VELVET TOUCH!

1. 400's patented "Food for Fabrics" ingredient restores vital natural oils to every type of fabric.
2. 400's maximum efficiency means minimum labor costs... less spotting, finishing, wet cleaning.
3. 400's "wide margin for error" lets inexperienced help do expert cleaning.
4. 400's positive moisture control insures perfect cleaning... any climate, any time.



Adco, INC.

Manufacturing Chemists Since 1908

SEDALIA, MO., U.S.A.

MCGRATH



# Quality is a way



# of doing business

## Armour's New Improved Liquid Driclene is the detergent for quality cleaning

QUALITY in drycleaning is the something *extra* that brings customers back again and again. And it takes a quality detergent to do quality cleaning.

### Tests prove Liquid Driclene is better!

Yes, time after time, in every test against leading drycleaning detergents, LIQUID DRICLENE has proved its ability to do a *better* cleaning job. All detergents were tested under comparable conditions in drycleaning plants for their varied conditions and cleaning problems.

### Here are the reasons Liquid Driclene is better!

Armour's LIQUID DRICLENE is easier, more efficient, more economical to use—because this product was designed for quality cleaning. New improved LIQUID DRICLENE is scientifically produced to:

- Increase the number of pass-ups
- Cut down on costly hand spotting
- Reduce recleans and wet cleans
- Rinse easily and completely
- Keep filter pressure low
- Take the dirt out of the load!



Write today for your free copy of Armour's new "LIQUID DRICLENE MANUAL"

**ARMOUR**

*Industrial Soap Department*

Armour and Company • 1355 West 31st Street • Chicago 9, Illinois

### Your staff will like Liquid Driclene!

Spotters like the feel and appearance of garments cleaned in this modern detergent—and so do the customers. LIQUID DRICLENE rinses easily and completely—clothes come out bright and clean on the first run. And because of its chemical composition, LIQUID DRICLENE can't cause the odors that cause complaints.

### And you will like Liquid Driclene!

When you use LIQUID DRICLENE, you'll find out why more and more cleaning plants are using this *improved* product. The answer is that LIQUID DRICLENE is the quality detergent for quality cleaning.

### Call the Armour man today!





# **"another *TINEA PELLIONELLA* bit the dust!"**



Nope, it's not a rampaging redskin tribe—just dictionary talk for plain old pesky moth. But no marauding Indians ever did the damage those "*Tinea pellionella*" do either—destruction in millions of dollars annually. There's an answer though—MONITE—the guaranteed insured mothproofing that thousands of smart cleaners use as an extra added customer attraction.

No extra labor or equipment required—applied in the wheel—costs only 1 1/2 cents per average 3 lb. garment.



*Adco, Inc.*

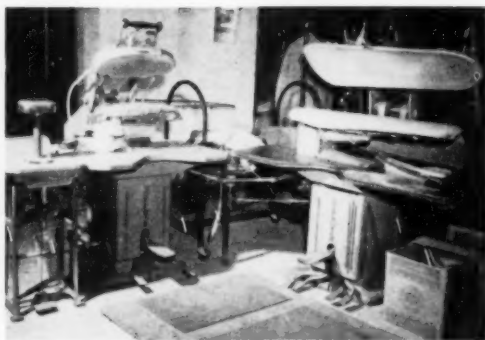
Manufacturing Chemists Since 1908  
Sedalia, Missouri, U. S. A.







2. IN CALL OFFICE, J. R. Rosenfeld and his mother, who is active secretary-treasurer of firm. Distinctive back wall is cinder block painted with three coats of pastel green for very pleasing soft finish



3. TROUSER UNIT with topper, utility and puff iron. Rough work is on tote table in "V" of two presses. Finished rack is off the small end of the utility press

flush to the sidewalk, with only lengthwise parking for a few cars along the block if the customer wanted to walk a little way.

Secondly, the new building is on the right-hand side of the street headed into town. The old building is across the street. A location on the "in-town" side of the street is believed better for getting business, on the theory that if you make it easy for customers to get work into the plant there is no difficulty about their picking it up again.

This seems particularly true of the heavily traveled arterial streets. The only exception, in location but not in principle, is when the morning rush-hour traffic is outward bound to some big factory or industrial section. Then, of course, the plant or store should be on the right going out of town.

Thirdly, the new building is handsome, with a glass front revealing a beautiful store inside. The other premises were made up of two old-style stores in a building containing several such stores.

One surprising development has been that a number of delivery customers have taken to stopping at the plant store since it opened. These are people who had apparently never patronized the old store a hundred yards away.

#### Efficient New Layout

The finishing department was laid out by the engineering staff of the NICD for through-the-unit opera-

tion. This change from the former straight-line arrangement of equipment has enabled the same number of employees to turn out the one-third extra volume without any increase in total man-hours. Movies have been made of these particular units in operation, and were shown at the annual NICD convention in St. Louis.

In the old building Parkway Cleaners didn't use a lot system, nor does it in the new plant as yet. With the increase in volume, however, a lot system has become quite necessary. NICD's layout of the inspection and assembly department was designed with that need in mind.

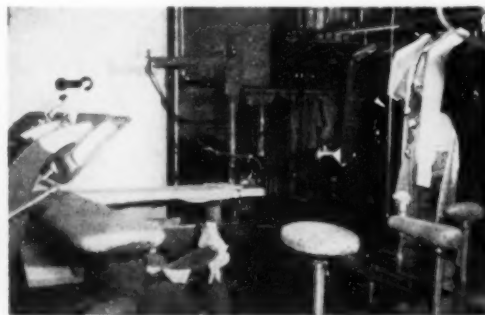
By setting the assembly line and split rails at an angle in the available space, it is possible to get two extra rails long enough to hold a complete lot. One is before assembly, between inspection and the split rails. The other is between the end of assembly and the bagger.

The benefit of this arrangement is that a full lot at a time can be fed into the assembly and dispersed on to the split rails. Therefore, when the girl starts matching and checking the orders she has to check each order only once, with the exception of a few "shorts." When the lot is cleared out of the assembly section these shorts are transferred to the "short rail." Thus no old orders are mixed in with the next lot. They go automatically to the short rail for completion.

(Continued on page 94)



4. COAT UNIT is so arranged that one coat can cure on steam while operator finishes the other on the utility press



5. SILK UNIT has four puff irons, offset skirting press, finishing board. Work enters between puffs and board, leaves between press and board

# Hopkins

## DIGEST-O-MATIC TANK

**saves enzyme cost . . .  
improves digestion**

The Hopkins DIGEST-O-MATIC tank fills one of the most pressing needs of cleaners—a means of keeping digester enzyme solutions at a constant temperature, available for immediate and repeated use.

One cleaner reports he has now cut his enzyme cost from \$250.00 to \$35.00 per year!

By means of an automatic thermostat, solution in the DIGEST-O-MATIC is kept at a constant temperature of 110°F. Thermostat may also be set at any degree between 100° F. and 180° F. making the machine also available for mild bleaching.

Bath tank is constructed of white porcelainized steel. Entire machine takes only 2 sq. ft. of floor space.

Send the coupon for complete information.

Hopkins DIGEST-O-MATIC takes only 2 sq. ft. of floor space. Speeds digester operation, saves enzyme cost

# Hopkins

**EQUIPMENT CO.**

**HATFIELD, PA.**



Hopkins Equipment Co., Hatfield, Pa.

Gentlemen:

Please send me complete information, including prices and nearest distributor, on the Hopkins DIGEST-O-MATIC.

Name \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

State \_\_\_\_\_



6. SPLIT RAIL for assembly now needs clips above spaces for each order, as lot system will require placing invoices over spaces

(Continued from page 92)

#### Powerful Vacuum System

There is another factor in the success of the finishing units. The vacuum system at Parkway Cleaners is so efficient that it can suck up a bucketful of water in very short order. This means that drying time is brief on the presses.

The vacuum pump and tank are not large! The secret lies in the size of the header and risers used. The header is four-inch pipe and the risers are two inches in diameter. The net effect is that of having a much larger receiving tank. When several pressers use the vacuum at the same time, the total "pull" remains comparatively strong. The large reserve of vacuum in the big pipes doesn't drain down so fast.

The Rosenfelds are proud also of their foresight in tapping all their lines at four-foot intervals with plugged tees. These include steam, air and vacuum lines. They feel that the flexibility gained when they come to move their equipment around will far outweigh the resultant daily frictional loss caused by the tees.

In addition, all headers are tapped on the upper side only by the risers. In this way condensate of all kinds tends to keep away from the equipment. Drain valves are set in all lines where necessary to draw off condensate.

The Rosenfelds are a little like the owner of a new car. They are trying out the new plant in every way, reveling in the increased performance and higher efficiency as contrasted with the older plant. They are still finding new possibilities! # #



7. BAGGER is hub of rails from assembly and to store and route storage. Pneumatic bagger is supplemented by bagging pole for evening gowns

# Strong Soap Solution

## HERE TO STAY

### New Testing Kit provides uniformity formerly lacking

#### ● Plants of all types now converting

In the summer of 1951, after reading about the current interest in the STRONG SOAP SOLUTION, an Iowa cleaner wrote: "Shades of the 1920's! When are you going to resurrect the old caustic clarifier? What will be the next antiquated method to be brought back to life?"

This Iowa cleaner had a point. The SSS had been explored extensively in the late 20's and early 30's, and had been discontinued by many. Like many of his contemporaries, he was suspicious of the present hysteria about the SSS. He and the other skeptics were inclined to suspect that this might be nothing more than another promotional scheme.

"May be another passing fancy."

"Will probably die out by the first of the year."

The first of the year has now come and gone. The Iowa cleaner in question is now among the most enthusiastic advocates of the STRONG SOAP SOLUTION. Hundreds upon hundreds of other previous skeptics have joined him. We enter 1952 with the acceptance of the SSS far ahead of the most optimistic predictions.

From the largest wholesaler in Brooklyn to the smallest retailer in San Diego come impressive and authoritative reports disclosing cold statistics which reveal great savings in the dry cleaning, spotting, wet cleaning and finishing departments as a result of the STRONG SOAP SOLUTION.

#### ● Uniformity now assured

When Street's chemists introduced this unique method of determining the percent active ingredient in used SSS they automatically removed the guesswork which formerly resulted in non-uniform results.

Now the operator may maintain a given concentration at all times.

Leading jobbers everywhere sell both the test kit

Regardless of the type of plant, be it petroleum or chlorinated; wholesale or retail; large or small; the management having witnessed the results from the SSS vows never again to revert to the old fresh-soap-to-each-batch method with conventional filter soap.

#### ● Test Kit makes the difference

Why this sudden popularity of the Strong Soap Solution?

Why should the SSS receive universal acceptance in 1951 after having been tried and rejected by so many during the previous quarter century?

How could all of this happen in the short time since May of 1951, in spite of vigorous opposition by certain allied tradesmen who disapprove of the SSS?

Every successful user of the STRONG SOAP SOLUTION has the answer to these questions.

It was in May of 1951 that Street's chemists made available to the industry at large a test kit so designed that any cleaning-room worker could conduct an accurate quantitative analysis of his SSS to determine its percent active ingredient after repeated use.

Never before had this been possible. Previous attempts failed to produce uniform results with SSS because of non-uniformity in its concentration. The operator worked in the dark, without the vaguest idea of what percent active ingredient remained in the SSS after continued use.

and Formula 886. Many jobber salesmen are trained in the use of both. To supplement their activities Street's employ 35 expert field technicians whose services are available throughout the entire United States.

For a personal survey to determine which of ten variations of the SSS is most adaptable to your individual requirements, write R. R. STREET & CO., Inc. at 561 West Monroe Street, Chicago 6, Illinois.

## ASSOCIATION NOTES

**Indiana Merger:** The January bulletin of the Indiana Association of Dyers & Cleaners announces that the board of directors has voted approval of a merger with the Indiana Laundry Owners Association, to become effective July 1 of this year. The move had previously been approved by the laundry group.

Planning of the merger was done by a committee of both associations: for the drycleaners, Herman J. Ermisch, Charles D. Reeder and J. H. Hudlow, and for the laundryowners, Harry T. Shaneberger, Robert B. Collins and Joseph S. Coughlin. The joint association will be known as the Indiana Drycleaning and Laundry Institute.

Because of the merger, the drycleaners have held over the 1951 officers until June 30, when elections for the joint association will be held. Current officers are Bruce Kramer, president; Paul E. Lerch, vice president; George L. Turner, treasurer; J. D. Crittenberger, executive secretary. Directors are Earl Bell, Bedford; Ray Compton, Terre Haute; F. E. Glass, Indianapolis; Harry Helmie, Anderson; Paul E. Lerch, Fort Wayne; Morris Ray, New Albany; Robert Richardson, Logansport, and Edwin Voras, Elkhart.

##

**New York Rug Cleaners Meet:** The annual dinner meeting of the New York Rug Cleaners Institute was held January 8 at Essex House in New York City. About 150 were in attendance for the cocktail party, dinner, entertainment and dance.

Only a bit of the social evening was borrowed for Institute business. Director Charles H. Brown presented retiring president Simon Hoffman with a token of the group's appreciation for his services while in office. At the same time, the new officers were presented: Jerry Goodman, president; Robert Gregory, vice president, and Harold Buckelew, secretary.



PRESIDENT'S AWARD is presented to Simon Hoffman, retiring president (left), by C. H. Brown, director



**New Illinois Officers:** At the 35th annual convention of the Illinois State Cleaners and Dyers Association, held November 23-25 at Peoria, Rudolph Maslek of La Grange was chosen president, Robert Heald of Chicago vice president, and Stan Bublik of Riverside secretary-treasurer. Retiring president Ray Stone, Peoria, is chairman of the board of directors, which also includes Harold Anderson, Rockford; L. M. Arms, Madison; Nick Bourazak, Peoria; Morris Cornik, Chicago; Orville Crossley, Rock Island; Carl Franke, Jr., Springfield; Mathew Harle, Chicago; Robert McGraw, Normal; Lewis Purnell, Galesburg; Hugh Smith, Oak Lawn; Glenn Sober, Decatur, and E. Walker Van Laningham, Rantool.

##

**Beta Chapter Names Committee:** At a meeting on November 11 of Beta Chapter (New York) of the NICD Alumni Society, an advisory committee was appointed consisting of Martin Hershkowitz, Ira Eberson, John Ferrente, Ira Mason and Sidney Orloff. The committee will work with Sam Kaufman, president, and Morris Silverman, secretary, toward making future meetings more interesting and informative.

##

**Local Elections:** The new 1952 officers of the Dry Cleaners Guild of Lancaster City and County (Pennsylvania) are G. A. Hoover, Sr., Lancaster, president; Abe Brubaker, Manheim, vice president; Jay G. Eicherly, Mount Joy, secretary, and John Yorgey, Reading, treasurer.

At the December 13 meeting of the Laundry and Dry Cleaners Club of Greater Atlanta (Georgia), Allen Johnston, Best Laundry and Cleaners, East Point, was reelected president, and E. G. McDowell, McDowell Cleaners, Atlanta, was reelected treasurer. The new vice president is S. J. Lindsey, Nu-Way Cleaners and Laundry, Marietta. Directors are Charles Brumby, Whitman's Laundry; J. F. Cloud, Bankhead Cleaners; Joe May, Joe May Cleaners and Laundry; John V. Alcorn, Lullaby Diaper Service, all of Atlanta, and Clifford E. Morgan, Morgan Cleaners and Laundry, Decatur.

Harvey Harvey, Harvey's Cleaners, has been reelected president of the Independent Dry Cleaners Association of Seattle (Washington). Other new officers are Nat Krause, Sunset Cleaners, vice president; Mrs. Esther Cowan, Akron Cleaners, secretary, and Roger Valletton, Lake City Cleaners, treasurer. Ray Olson, Wardrobe Cleaners; Jack Kappeler, Mt. Baker Cleaners, and Cornelius Verhamme, Stadium Cleaners, were elected to the board of directors.

Francis W. Cleary was chosen to succeed James Georgian as president of the Haverhill (Massachusetts) Retail Dry Cleaners Association, Edward Zelig, secretary, and Ralph Daniels, Jr., treasurer, were reelected.

The Pueblo (Colorado) Dry Cleaners Association has chosen the following officers for the coming year: H. J. DeHeart, president; Ira R. Dunn, vice president; Homer B. Abel, secretary-treasurer; Dick B. Lyles, Robert Britt and Evan C. Grace, directors. Holdover directors are Mrs. L. H. Meek, C. C. Osburn and Tony Ventuo.

The Tri-County (Indiana) Launderers and Dry

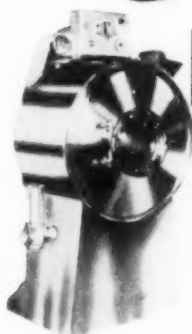




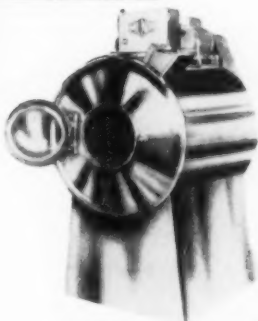
AYE-AND YE KEN 'TIS SO  
ECONOMICAL!



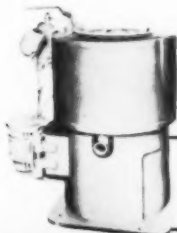
## QUALITY . . . TO MEET EVERY DEMAND



MODEL 1W-25  
25-lb. Dry Weight  
Capacity



MODEL 1W-50  
50-lb. Dry Weight  
Capacity



20" EXTRACTOR  
Laundry model, fully  
automatic, ball bearing  
drive, interlocked cover.

MILNOR washers . . . sturdily built of stainless-steel, are the last word in high efficiency operation and incorporate all of the newest features of commercial washer design. Full 30" diameter cylinder, 4½" ribs, three stage V-belt drive, motor overload protection are just a few that make MILNOR washers the finest available on the market today. Milnor washers are manufactured in 25 and 50 pound dry weight capacity, manual, semi or fully automatic models.

MILNOR equipment is tops in the field! Your plant is way ahead in service and quality (and economy too) when you install Milnor washers and extractors.

WRITE FOR DETAILED CATALOG

Pellerin



CORPORATION • NEW ORLEANS 18, LA.

MANUFACTURERS OF FINE LAUNDRY AND DRY CLEANING EQUIPMENT

Cleaners Association has chosen the following officers for 1952: Carl Eby, president; Lewis Berman, vice president; Dale Reed, secretary; Irwin Rubin, treasurer; Morton Ziker and Charles Mintz, directors, all of South Bend, and Ray Marshman, Mishawaka, director.

W. Smythe Shepherd, vice president and general manager of Shepherd Laundries Co., has been elected president of the Cleaners & Dyers Association of **Beaumont** (Texas), succeeding Joe Woods. W. D. Campbell is vice president; Emile Marino, treasurer, and E. D. Gibson, secretary of the group, which includes about 30 plants.

Donald Berlove has been reelected chairman of the **Schenectady and Scotia** (New York) Cleaners and Dyers Association, an affiliate of the Neighborhood Cleaners Associations of New York State. Also reelected were Cyril Kleiman, secretary, and Louis Pitkin, treasurer.

The 1952 officers of the **Omaha** (Nebraska) Dry Cleaners Guild, Inc., were installed at a January dinner meeting. They are Wendell V. Mills, president; Gus Schiro, vice president, and Joseph A. Troia (reelected), secretary-treasurer.

At a recent meeting of the **Fall River** (Massachusetts) Cleaning Plant Owners Association, Harley F. Purdy was elected president to succeed Louis Galitsky. Other officers chosen are Bernard Paquette, vice president; Ernest O. Pearson, secretary, and Arthur Morin, treasurer. The guest speaker at the meeting was Herbert L. Satter, executive secretary of the state association, who discussed public relations.

# #

**Local Meetings:** At a joint meeting of the **Springfield** (Massachusetts) Dry Cleaning Plant Owners Association and Springfield Laundry Owners Association, the chief speaker was William White of the National Institute of Cleaning and Dyeing, who discussed government regulations as they affect this industry, including procedures for seeking price or wage increases and incentive plans.

About 35 members of the **Niagara District Division** of the Dry Cleaners Institute (Ontario) attended the November meeting at Niagara Falls. A discussion of marking was presented by A. G. McNamara of the Standard Chemical Co. Institute manager H. D. Currie described a recent survey of the drycleaning industry in Ontario, which showed that it does \$50,000,000 a year and employs 12,000 persons.

At its December meeting the **South Texas Cleaners & Dyers Association** was host to several officials of the federal government who were in the vicinity of San Antonio to study the need for a post laundry and drycleaning establishment at Lackland Air Force Base. A talk on the tax situation was given by Porter Whaley of the Texas Association of Employers.

Plantowners from Winnipeg, Regina, Calgary and Edmonton attended a meeting of **Western (Canada)** Sanitone operators held in Calgary, Alberta.

About 250 persons attended the November meeting of the **Neighborhood Cleaners Association** (Greater New York). Featured was a discussion by Louis Goldblatt, director of the group's school, on unserviceable fabrics, illustrated by swatches.

At the December 11 meeting of the **Schenectady Chapter** of the Neighborhood Cleaners Associations of New York State, Don Berlove, chapter chairman, recommended a stepped-up public relations program, including use of educational booklets and film showings. At another recent meeting, taffetas and moires, both rayon and acetate, were discussed by William Seitz, assistant director of the New York School of Dry Cleaning.

**New Organization Formed:** The Wayne, Ontario and Seneca Counties (New York) Dry Cleaners Association was established at a recent meeting held at Canandaigua. Officers of the new group are John F. Gleason, Geneva, president; Gordon Backus, Waterloo, vice president; Mrs. Toland Atkinson, Lyons, secretary, and Joseph Gaudino, Sodus, treasurer. Directors, in addition to the officers, are Frank McCarthy, Canandaigua; Harold Sheeche, Phelps; Norman Hulburt, Palmyra; J. Y. Wright, Seneca Falls; Louis Canalesio, Clyde; M. J. Simeone, Geneva, and Gerald Sheeche, Newark.

Subjects discussed at the organization meeting were problems confronting the drycleaning industry and ways of giving better service.

# #

**Georgia Convention Postponed:** The annual convention of the Georgia Launderers and Cleaners Association, which was scheduled for March 26 and 27, has been postponed to the fall of 1952. The postponement was due to a conflict in dates with another convention group, and also to the recent illness of Mrs. Eileen McDargh, executive secretary of the Georgia group.

# #

**School for Schenectady:** On a recent tour of member plants of the Schenectady Chapter, Frank Pollatsek, executive director, and William Seitz, assistant school director, of the Neighborhood Cleaners Association of New York, proposed a 13-week course. Mr. Seitz will give lectures and demonstrations on fabrics, dyes, spotting, wetcleaning, filtration and other subjects. The course was approved by the Schenectady group and will be held at Henry's Cleaners, owned by Henry Ewald.

# #

**MEC Meets:** The urge to gather together and exchange experiences takes another form in the drycleaning industry. Management Engineering Club is a group of cleaners whose common interest, besides membership in the same industry, is the fact that they are all clients of the same industrial engineer. The latter is Max L. Hall, formerly engineer for the National Institute of Cleaning and Dyeing.

Meeting once a year, with delegates from many states and from Canada, their three-day session is devoted to developing methods in production and quality control, in sales promotion and in cost reduction. The site of the meeting is changed from year to year, and a member from the city chosen takes charge as conference chairman.

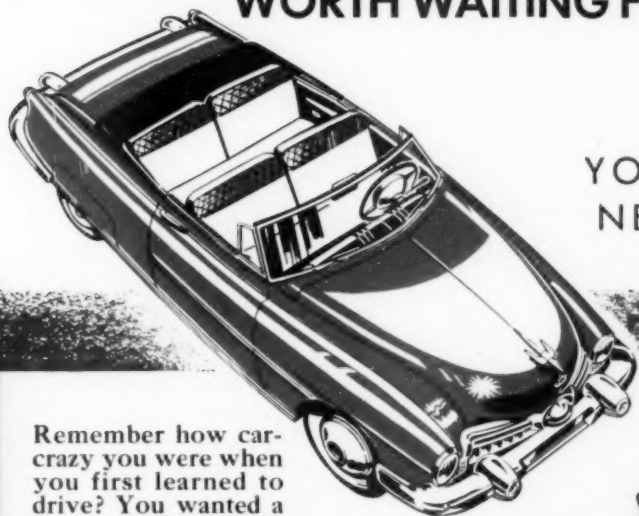
Conference chairman at the Cleveland, Ohio, meeting was Stanley Goldberg, formerly with D. O. Summers Company of that city, and now a sales consultant. A typical meeting, the conference on December 2-4 included a short paper from each delegate on the solution of a production problem in his plant that resulted in cost reduction, and another on a successful sales promotion idea from each plant.

There was a plant tour through the D. O. Summers Company, and a study on location of the operation of the locker method of receiving and returning drycleaning and laundry. There was also a presentation of a plan for interchange of cost information by Sidney



**FINAL DINNER** had light attendance, as many members rushed home to do their Christmas shopping

# THE <sup>\*</sup>BEST THINGS IN LIFE ARE WORTH WAITING FOR



YOUR FINE  
NEW CAR

Remember how car-crazy you were when you first learned to drive? You wanted a new car more than anything else in the world. It took a lot of time to save up for a down payment, but when at last you slid behind the wheel of *your new car* you knew it was worth waiting for.

While a portion of our facilities are engaged in defense production, Adjusta-Forms are being manufactured to the full extent of available materials. There will be Adjusta-Forms for all who want them, but there may be a slight delay in delivery. When you have installed an Adjusta-Form and have found out how it speeds up production and reduces finishing costs, you will know it was worth waiting for.

See your Adjusta-Form jobber for delivery dates!

<sup>\*</sup>*Adjusta-Form*  
STEAM-AIR FINISHER



ENGINEERED AND MANUFACTURED BY

**WICHITA PRECISION TOOL CO., INC.**

3401 NORTH WINA

WICHITA, KANSAS

Stromberg, Cleveland accountant, to be tabulated through an IBM service.

The greatest value of these short papers was the opportunity for questions and answers after each talk, which generally resulted in a pretty thorough exposition of the whole subject under discussion.

It was decided to make the next meeting an evening dinner meeting during the St. Louis NICD convention.

# #

**Drycleaner Tells Retailers:** The problems of the dry-cleaner with unserviceable garments were recently described to the local Ladies Ready-to-Wear Association by Marvin Aarons of Saskatoon, Saskatchewan, Canada. Mr. Aarons is a vice president of the Canadian Research Institute of Launderers and Cleaners.

# #

**Compensation Insurance Dividend:** A 35 percent dividend was recently paid to about 250 Neighborhood Cleaners Association (Greater New York) members who are in the Workmen's Compensation Group. Irving Golin, chairman of the insurance committee, announced earnings of 50 percent for the policy year June 1, 1950, to June 1, 1951. Of this, 15 percent was set aside for contingent reserves with the State Insurance Fund.

This high dividend payment was made possible, ac-

cording to Irving Weber, Group manager, because of the cooperation of most of the members in observing safety suggestions which he made, in cooperation with the safety engineers of the Safety Service Departments of the State Fund. Mr. Weber also pointed out that the basic purpose of the Group is the establishment of safety practices and the reduction of accidents.

# #

**TV in Tulsa:** A cooperative public-service program on television was sponsored by Tulsa, Oklahoma, dry-cleaners on January 18, in connection with the annual convention. Dean Jayroe, president of the state association, and Dr. Dorothy Lyle, director of consumer education for NICD, presented a 15-minute program on "Fabric Facts." Arrangements for the program were made by R. W. Burden of Tulsa.

# #

**Thirty Years for South Side:** The retirement of Fred Schumann as president of the South Side Cleaners Club of Chicago, a post he has held during all 30 years of the group's existence, was announced at its annual Christmas party. Nearly a hundred drycleaners and allied tradesmen who attended witnessed the presentation of a plaque to Mr. Schumann to mark his many years of service. Warren Delaney, formerly vice president, has taken over the presidency of the club.

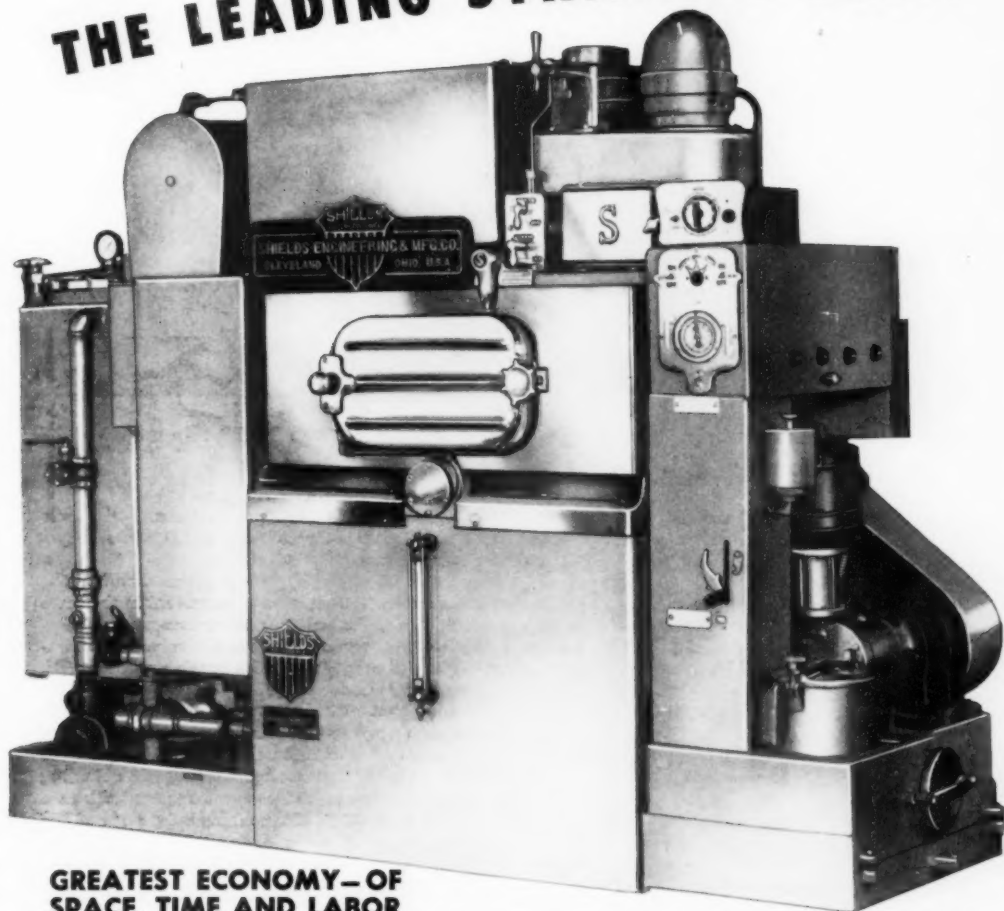


**SPEAKERS' TABLE,** left to right: J. E. Duffield; Joe De Fay; A. L. Heald; R. A. Maslek, Illinois president; Hyman Dilkowsky; Fred Schumann, retiring president; Edward McFall (with injured shoulder), principal speaker; Al Fisher; Bill Skahan, past president NICD; Leon Teichner; I. Schumann; Warren Delaney, new president



# SHIELDS....

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Easy Operation—Washes, Drains, Extracts, Recovers Solvent and Dries Garments in Continuous, Automatic Cycle—while operator does other useful work.

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# Combination washer-extractors provide for 43 times as much soap with no increase in soap cost

by PAUL WARREN

THOSE WHO ATTENDED the NICD Convention at St. Louis witnessed an unusual amount of interest in those booths displaying new dry cleaning machines so designed that the washing and extracting operations may be performed in the same cylinder.

There is just cause for all of this interest because these new machines make it possible to use 43 times as much soap without added soap cost, and without added labor.

Who wants to use 43 times as much soap?

Everyone who has tried it. The increase in pass-ups and reduction in wet-cleans speak for themselves. And the whiteness retention establishes an entirely new standard.

And how does the combination washer-extractor permit this higher concentration of soap?

Through the simple expedient of removing most of the soap solution from the dry-cleaned fabrics prior to rinsing in pure solvent, and without transferring the fabrics from one machine to another.

To illustrate, supposing the washer-extractor is connected to a filter system in which the highly concentrated FORMULA 886 is used in quantities equal to 3% of the total solvent in the machine-trap-filter assembly. This variation of the Strong Soap Solution is coming to be known as the "SUPER SOAP SOLUTION," in recognition of its unusually high percent of active ingredient. At \$3.75 per gallon for FORMULA 886, the 3% SUPER SOAP SOLUTION costs 11 1/4¢ per gallon.

Following the continuous dry cleaning operation in

the 3% solution the fabrics are extracted in the same cylinder, and the extracted 3% solution is salvaged for repeated use.

After removing the 3% solution from the wheel the fabrics are then rinsed with pure solvent in the same cylinder, either on batch or on continuous through a separate filter reserved for volatile solvent substantially free of soap, fatty acids and heavy ends. (See Figure 1 on following page.)

The amount of 3% SSS remaining in the fabrics after normal extracting is no more than 2 gallons per 100 pounds of fabrics, but in consideration of some possible loss through careless handling or in cleaning out the 3% filter, let us increase the estimated loss in 3% solution by 50%, thus making it 3 gallons of SSS per 100 pounds of fabrics cleaned.

This leaves a soap cost of only 33 3/4¢ per 100 pounds of fabrics:

\$3.75 per gallon for Formula 886
3% concentration
1125 per gallon for Super Soap Solution
3 gallons lost in rinsing and handling
\$0.3375 soap cost per 100 pounds

This is equivalent to a soap cost of only:

1/4¢ per 1/4# dress
1¢ per 3# suit

Now supposing the 3% SSS were to be used in a conventional washer with no extracting prior to the volatile rinse. Even though the fabrics are care- **SEE NEXT PAGE**

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- *Better cleaning*
  - *Better rinsing*
  - *Better whiteness retention*
- with

## NEW and IMPROVED EQUIPMENT

fully drained on the board for 5 full minutes prior to rinsing, the retention of 3% solution after draining is at least 20 gallons per 100 pounds, which increases the soap cost from 33 $\frac{3}{4}$ ¢ to \$2.25 per 100 pounds, a prohibitive figure.

Cost of 3% Solution	\$0.1175 gallon
Loss in rinsing	20 gallons
Soap Cost	\$2.2500 per 100# when drained
Soap Cost	.3375 per 100# when extracted

Extracting the fabrics prior to rinsing, as compared to draining on board prior to rinsing, effects a saving in soap amounting to \$1.913 for each 100 pounds of fabrics cleaned in a 3% SSS of FORMULA 886.

### 43 TIMES AS MUCH SOAP AS USED IN FRESH-SOAP-TO-EACH-BATCH METHOD

Although lack of standardization has always been in evidence throughout the dry cleaning industry, one method of using conventional filter soap in the fresh-soap-to-each-batch process has been used more extensively than other methods during the past decade.

The most popular fresh-soap-to-each-batch process comprises the use of the following moisture stock:

- 1 part filter soap
- 1 part solvent
- 1 part water

Amount: 1 ounce stock per pound of fabric

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If the washer is normally loaded with solvent at  $\frac{1}{3}$  level and with 1 pound of fabrics for each 1  $\frac{1}{4}$  gallons of solvent, adding 1 oz. of stock per pound is equivalent to a  $\frac{3}{8}$ % solution by volume. To illustrate a 100# load with 125 gallons solvent:

$$125 \times 128 \text{ ounces} = 16,000 \text{ ounces}$$

$$100 \text{ (ounces stock)} \div 16,000 = 0.00625 = \frac{3}{8}\%$$

The better filter soaps contain no more than  $\frac{1}{3}$  as much active ingredient as FORMULA 886, some considerably less than  $\frac{1}{3}$ . The following explains how a 3% solution (1 gallon for each 33  $\frac{1}{3}$  gallons) of FORMULA 886 in the SUPER SOAP SOLUTION introduces 43 times as much active ingredient as a  $\frac{3}{8}$ % concentration of moisture stock in the fresh-soap-to-each-batch process:

$$3\% = 4.8 \times \frac{3}{8}\%$$

$$\text{FORMULA 886} = \frac{3}{14.4} \times \text{active ingredient of filter soap}$$

$$\frac{3}{14.4} \text{ (moisture stock only } \frac{1}{3} \text{ filter soap)}$$

$$3\% \text{ FORMULA 886} = 43.2 \times \frac{3}{8}\% \text{ of 1-1-1 moisture stock}$$

In those plants employing the use of so-called "CONCENTRATES" in moisture stocks which are diluted with anywhere from 15 to 30 or more parts of solvent and like amounts of water, the ratio of active ingredient introduced to the wheel is many times less than introduced by the 1-1-1 stock made from filter soap. It follows that the 3% SSS made from FORMULA 886 would introduce far more than 43 times as much as the extremely diluted "concentrates."

### NO INCREASE IN SOAP COST WITH COMBINATION WASHER-EXTRACTORS

The respective selling prices of six popular brands of filter soaps in extensive commercial use at the time of this writing are \$1.30, \$1.45, \$1.55, \$1.60, \$1.70 and \$1.95 in 55-gallon drums.

If we select the lowest priced filter soap for this comparison the cost is 33.85¢ per 100 pounds of fabrics when cleaning with 1 oz. per pound of a moisture stock made from 1 part soap, 1 part solvent, 1 part water.

$$\frac{\$1.30 \div 128 = 1.0156¢ \text{ per oz. filter soap}}{1.0156¢ \div 3 = .3385¢ \text{ per oz. moisture stock}}$$

$$\frac{100 \text{ ounces for 100 lbs.}}{33.85¢ = \text{soap cost per 100 lbs.}}$$

Earlier in this paper it was shown that the cost for 3% SSS made from FORMULA 886 was 33.75¢ per 100 lbs. when used in the combination washer-extractor.

Thus, the operator enjoys the benefits from 43 times as much soap at a fraction less cost than when using the lowest priced filter soap in the most popular fresh-soap-to-each-batch method. This seems almost unbelievable, but the calculations are accurate and subject to the closest scrutiny.

### NO INCREASE IN LABOR COST WITH COMBINATION WASHER-EXTRACTORS

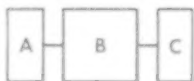
During the early 1930's STREET's ex- SEE NEXT PAGE >

pored the 3% SUPER SOAP SOLUTION with the equipment available at that time, and found the labor involved in transferring the fabrics from one machine to another to be excessive. (See Figure 2.)

In this early work with the 3% SSS in conventional equipment we found it necessary to resort to 3 transfers of fabrics as compared with only 1 transfer in the fresh-soap-to-each-batch method. To avoid prohibitive soap costs we dry cleaned in one washer-filter assembly containing the 3% solution; transferred the fabrics for extracting; returned the extracted SUPER SOAP SOLUTION to the SSS assembly for repeated use; transferred the fabrics to another washer-filter assembly containing pure, volatile solvent for rinsing; and finally transferred the fabrics for a second extracting.

FIGURE 1

**The 1950 method  
for Super Soap Solution with  
no transfer of fabrics**



- A • Filter for 3% solution of Formula 886  
B • Combination Washer-Extractor  
C\* • Filter for pure rinse solvent

**Procedure**

- 1 • Clean fabrics on continuous in A & B.
- 2 • Transfer 3% solution from B to soap storage tank and extract the SSS into same tank.
- 3 • Fill B with pure solvent and rinse on continuous through C.
- 4 • Transfer rinse solvent from B to rinse storage tank and extract rinse solvent into same tank.

\*Filter C need not necessarily be as large as Filter A because every trace of soil is removed in the 3% solution with Filter A, and the rinse is for the mere solution of the small amount of non-soluble matter remaining in the fabrics after Step 2. High flow rate is important in Filter A but not necessary in Filter C. Its most important function might be said to serve as a receptacle for adsorptive sweetener powder in order that the rinse solvent may be kept more volatile between distillation periods. When extreme economy in installation is required, a short bath rinse with relatively pure solvent may be substituted for the filter rinse, thus eliminating Filter C entirely.

See Figure 3 (on second page following) for outline of multiple units where two units are reserved for the 3% solution and a third unit is reserved for the rinsing of both.

Not only did this require three times as much labor, but the increase in capital investment in relation to tonnage was also out of line. Although results from the 1930 use of the 3% SSS with separate rinse were just as appealing as they are today, the rapidly increasing national volume of dry cleaning made it imperative for most operators to produce more pounds per washer per day, and few had sufficient facilities for tying up one washer-filter assembly for soap and another for rinse.

Now, with the modern combination washer-extractor, instead of increasing the normal number of transfers from 1 to 3, we complete the soap run, soap extraction, rinse run and rinse extraction right in the one cylinder. Actually less labor than with the fresh-soap-to-each-batch method, and with the tremendous advantage of cleaning with 43 times as much soap coupled with the equally important advantage of a separate rinse in pure solvent.

**SUPERIOR RINSING EQUALLY  
IMPORTANT TO SUPERIOR SOAPING**

Soaping in a bath containing 43 times as much active ingredient is quite an advantage in itself. However, the use of a 3% solution of FORMULA 886 in a combination washer-extractor has an added advantage in that it also provides for rinsing in solvent which is maintained in a much purer state than filtered solvent ordinarily found in the washer-filter assembly of the average plant where the same solvent is used for both soaping and rinsing.

Rinsing in pure solvent means keeping faith with the public served by our industry. Rinsing in pure solvent should be considered equally as important in dry cleaning as rinsing in pure water is in laundering. Rinsing in pure solvent following removal of all traces of soil in the Super Soap Solution is the one direct means of

- (a) producing vastly superior whiteness retention;
- (b) eliminating even the slightest trace of odors from the fatty acids removed from the soiled fabrics;
- (c) producing colors and patterns as bright and clear as new; and
- (d) eliminating the oily film which so often remains on garments cleaned in a one-bath method.

Heretofore, when using conventional filter soaps in the conventional fresh-soap-to-each-batch method, the operator has been in the exasperating position of facing trouble from faulty rinsing if he used enough soap for maximum detergency, while facing trouble from poor cleaning and excessive spotting and wet-cleaning if he kept the filtered solvent sufficiently free from non-volatile matter.

Equipped with the combination washer-extractor, his dilemma is wiped out forever. He can now have his cake and eat it too. By extracting the SUPER SOAP SOLUTION for repeated use he can afford to use 43 times as much soap without increasing his soap cost. And because all but 1½ to 3 gallons of the SSS per 100 lbs. of fabrics is removed in ex- **SEE NEXT PAGE >**

tracting prior to rinsing, it is relatively simple to maintain a high standard of purity in the rinse solvent with no more than the normal amount of distillation and the use of normal amounts of adsorptive sweetener in the separate rinse filter.

No consideration need be given to build-up of fatty acids and other soluble impurities in the 3% solution because the fabrics cleaned therein are subsequently rinsed in pure solvent. The build-up in the 3% SSS never gets out of control because the 1½ to 3 gallons per 100 lbs. lost in rinsing are replaced in the 3% system with pure solvent and fresh FORMULA 886. These frequent additions of fresh 886 and solvent cause an equilibrium to be reached at which the impurities in the 3% solution do not reduce its detergency.

Too many garments have been returned to the public containing a film of soluble impurities removed from other garments. This is because they were cleaned in a one-bath method and taken from solvent used for both soaping and rinsing, as generally practiced in the fresh-soap-to-each-batch process.

The two-bath technique used with the washer-extractor places the dry cleaning industry on a much higher plane by first removing all of the soil through the use of 43 times as much soap, and then removing the soluble impurities through the use of a separate rinse in pure solvent.

Cleaning in a 3% solution of FORMULA 886 followed by a volatile rinse is the one way to enjoy maximum whiteness retention while enjoying maximum insoluble soil removal. Other methods may permit whiteness retention only because the soil removal is so poor that there is little soil to be redeposited. The 3%-volatile rinse method with FORMULA 886 removes the most soil during cleaning, prevents redeposition, and then rinses away the soluble impurities. This establishes a new standard of efficiency which is destined to contribute greatly to the progress of the dry cleaning industry.

#### 43 TIMES AS MUCH SOAP DOES WONDERS FOR DRESSES

Those who have not seen the results for themselves cannot realize the vast improvement in cleaning dresses in the 3%-separate rinse method as compared with the old fresh-soap-to-each-batch process.

Of course it is folly to deal in percent pass-ups and percent wet-cleans, due to the variations in methods employed by inspectors for determining what constitutes a pass-up, and due to the differences in the condition of the garments to be cleaned.

However, you may accept it as a foregone conclusion that the use of 43 times as much soap in the washer-extractor will not only produce pass-ups beyond your highest expectations, and reduce the wet-cleans to a negligible minimum, but also reduce the soap cost while so doing.

Savings effected by the 3% are reflected throughout the entire plant. The work flow is smoother, finishing costs are greatly reduced because of the reduction in wet-cleans

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and come-backs, and silk spotters direct their efforts in the removal of those difficult stains requiring skilled chemical spotting, instead of dissipating their skills and energies, as formerly, in the removal of routine spots.

When cleaning in the old fresh-soap-to-each-batch method some operators increased the active ingredient for dresses only by substituting 1 ounce per pound of

FIGURE 2

#### The 1930 method for Super Soap Solution with 3 transfers of fabrics



A • Washer for 3% solution of Formula 886.

B • Filter for 3% solution of Formula 886.

C • Extractor.

D • Washer for pure rinse solvent.

E • Filter for pure rinse solvent.

#### Procedure

- 1 • Clean fabrics on continuous in A & B.
- 2 • Extract in C and return soap extractings to A.
- 3 • Transfer fabrics for pure rinse in D & E.
- 4 • Extract rinse solvent in C.

The 1950 method with washer-extractor as outlined in Figure 1 reduces the handling from 3 transfers to none.

straight filter soap for 1 ounce per pound of the 1-1-1 moisture stock. This increased their soap cost from 33.85¢ per 100# to \$1.00 per 100#, approximately 3 times the cost for 3% of FORMULA 886 when used in the washer-extractor. Compared with this version of the fresh-soap-to-each-batch process, the 3% method provides 14 times as much soap at ½ the cost.

And again, in weighing the advantages of the 3%, never lose sight of the pure, volatile rinse made possible by the washer-extractor. Your customers will tell their friends about the whiter whites and brighter colors which result from the pure solvent rinse.

#### MEN'S SUITS NOW CLEANED AS THOROUGHLY AS EVENING GOWNS

In some plants it has been traditional **SEE NEXT PAGE >**

to exercise extreme care in the cleaning of dresses while giving only a lick and a promise to men's suits.

That practice is basically wrong.

There is no sound justification for allotting soap costs of \$1.00 or more per 100 lbs. for cleaning \$15.00 rayon dresses while allotting only 25¢ or less per 100 lbs. for cleaning \$90.00 men's suits.

Heretofore some operators have cut corners in cleaning men's suits on the premise that the average suit weighs 4 times as much as the average dress, and while using the conventional fresh-soap-to-each-batch method a formula and method of use practical for cleaning light weight dresses would involve exorbitant soap costs and solvent reclamation costs if used on the heavier suits. To compensate for the difference in weight, some operators have used  $\frac{1}{4}$  as much soap per pound of suits, thus making the unit cost the same.

For the operator who has been spending \$1.00 for soap in cleaning 100 lbs. of dresses and 25¢ per 100 lbs. for suits, the use of a 3% solution of FORMULA 886 in a combination washer-extractor will reduce his soap cost for silks tremendously, while only slightly increasing his cost for suits.

25¢ per 100 lbs. =  $\frac{1}{4}$ ¢ per 3-lb. suit

33%¢ per 100 lbs. = 1¢ per 3-lb. suit

In maintaining a soap cost of 25¢ per cwt. he may use only  $\frac{1}{4}$  oz. per lb. of the 1-1-1 moisture stock of \$1.30 filter soap, which means that his active ingredient is reduced to only 1.58 of that introduced by 3% of 886.

#### THINK OF IT!

For an increase of only  $\frac{1}{4}$ ¢ per 3-lb. suit he enjoys the terrific improvement from the use of 58 times as much soap. The savings in the wet-cleaning and finishing departments alone will pay for that insignificant  $\frac{1}{4}$ ¢ per suit many times over.

Of equal importance, the public's response to this new standard of cleaning is certain to result in greatly increased volume. One happy customer tells another, and the news spreads. No advertising medium could create and hold as much business as this novel technique for first using more soap for superior cleaning and then using purer solvent for superior rinsing. All of this may be accomplished with a total soap cost of only 1¢ per 3-lb. suit. Only a fraction of a cent more than when using vastly inferior soap stocks diluted with solvent and water.

NO WATER . . .

NOMINAL AMOUNTS OF WATER . . .

LARGER AMOUNTS OF WATER . . .

Some operators have an aversion to the use of any water whatever in dry cleaning.

Others elect to use nominal amounts of water, something like the  $\frac{1}{2}$  ounce introduced when using 1 ounce per pound of stock made from 1 part filter soap, 1 part solvent and 1 part water.

Others seek means of using as much water as possible with reasonable degrees of safety.

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All three groups benefit equally from the 3% SUPER SOAP SOLUTION made from FORMULA 886 and used with a pure solvent rinse in the washer-extractor.

To those who prefer to eliminate the use of even small amounts of water, the highly concentrated 3% solution is of tremendous advantage, in that they must rely on the soap alone for cleaning. Even though they were to use as much as 1 ounce per pound of straight filter soap as it comes from the drum without dilution in a stock, they would still introduce only 1/14 as much active ingredient as present in a 3% SSS of FORMULA 886. It only stands to reason that 14 times as much soap produces vastly superior insoluble soil removal and whiteness retention. And the advantage of a rinse in pure solvent made possible by the washer-extractor is of equal importance.

Those operators who normally introduce  $\frac{1}{2}$  ounce water by using 1 ounce per pound of a 1-1-1 stock may expect not only superior insoluble soil removal and whiteness retention with the 3% SSS, but may also expect equally as great improvement in the removal of water-soluble soil. The same  $\frac{1}{2}$  ounce of water is surprisingly more effective when used with 43 times as much soap. A COMBINATION OF LARGE AMOUNTS OF SOAP AND NOMINAL AMOUNTS OF WATER REMOVES MORE WATER-SOLUBLE SOIL THAN A COMBINATION OF DILUTE SOAP SOLUTIONS AND LARGER AMOUNTS OF WATER.

The third group, those operators who lean toward the use of as much water as possible, will delight in using the concentrated 3% SUPER SOAP SOLUTION made from FORMULA 886. This 3% solution has much greater emulsifying properties than any solution heretofore used in commercial dry cleaning, which results in a finer dispersion of water throughout the bath. In fact, the 3% solution of 886 takes relatively large amounts of water into a pseudo solution quite unlike the coarser dispersion resulting from moisture stocks of filter soaps. In this more finely divided colloidal state the water is absorbed by the fabrics more slowly, more evenly and more safely. Usual precautions must be taken with loosely woven, long nap fabrics as well as organdy and mousseline de soie, but in general, more water may be used efficiently with the 3% SSS of 886 in cleaning those classifications recommended for water by virtue of the fact that 43 times as much soap provides a more finely divided colloidal dispersion.

#### SELECT THE RIGHT SOAP AND PROCEDURE FOR COMBINATION WASHER- EXTRACTOR WITH EXTREME CARE

After having invested in combination washer-extractors it is important that you derive the highest possible returns from your investment.

Proper installation, operation and maintenance of your new equipment should receive first consideration. The equipment manufacturer will render invaluable service, and his recommendations should be heeded above all others. However, STREET's field technicians are thoroughly schooled in the nomenclature and operation of this type of equip- **SEE NEXT PAGE**



ment and will be happy to fill in for the equipment engineers whenever the occasion may arise. There is a STREET's technician near you, regardless of your location within the United States. Use his services in installing and maintaining the 3% SUPER SOAP SOLUTION with volatile rinse in your washer-extractors.

Having given due consideration to the equipment itself, the next important step is to make careful selection of the soap most adaptable to use with the combination washer-extractors. Here you can draw on STREET's backlog of experience in this highly specialized field, and in by-passing costly experiments with formulation and procedure, profit from the very start by standardization on their recommendations.

*Street's chemists and engineers claim no unusual acumen. Their claim to superiority in this isolated field is the result of management having chosen to pour more*

*resources in dollars, man-power and brain-power into this one avenue of research than has been attempted by any other organization.*

Since STREET's has pioneered this project to recognized success, it is only natural that in 1952 others will emulate their activities in the 3%-volatile rinse version of the Strong Soap Solution just as they emulated STREET's in the 3 4% charged system version of the Strong Soap Solution in 1951.

Before experimenting with a soap offered as "just as good as Formula 886" with claims that it "can be used in exactly the same process set up for you by Street's", deliberate seriously on the following questions:

Why am I experimenting with an unproven product? If it is the temptation of a lower price, that's not of moment, because even a reduction as great as from \$3.75 per gallon to \$3.00 will effect a saving of only 1 20¢ per dress and 1 5¢ per suit. It's not worth the chance.

And is the substitute product actually as soluble as FORMULA 886? It may look somewhat like FORMULA 886, and even smell somewhat the same, but still lack the solubility so necessary in permitting the 3% solution to pass through the filter repeatedly without removing small portions of the active ingredient.

And how about the stability of the substitute product? Will it actually withstand the continuous contact with the acidified soil removed from the fabrics? Remember, the 3% solution must be used indefinitely or the process is impractical. The gamble is too great with a soap of doubtful stability.

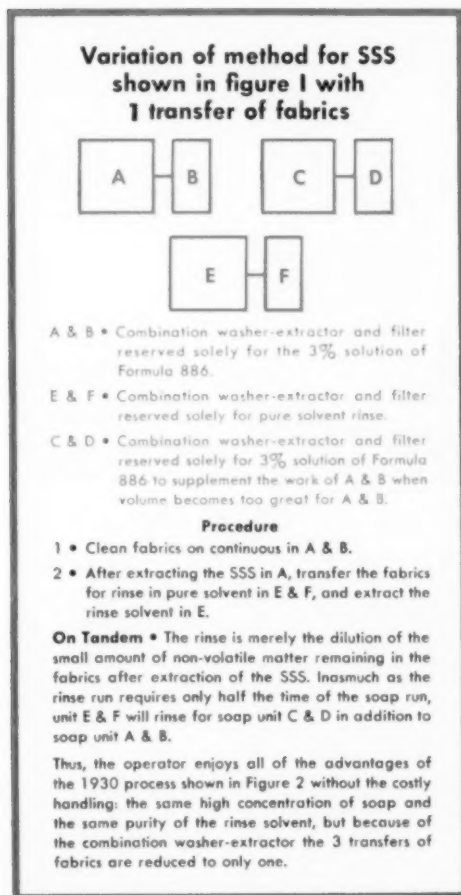
The most important feature of all is the cleaning property of the soap. Hundreds of reflectometer readings of artificially soiled swatches give most convincing evidence of the superiority of Formula 886 in the removal of insoluble soil. Whiteness retention without maximum insoluble soil removal is meaningless. The combination washer-extractor is only as good as the detergent with which it is activated. It would be folly to sacrifice this advantage.

Will the substitute soap actually deflocculate the inert particles removed from the fabrics as efficiently as FORMULA 886, and thus prevent redeposition of the insoluble soil? Complete soil removal is one problem; whiteness retention another. FORMULA 886, as used in the 3%-volatile rinse method with the washer-extractor, solves both. Why experiment with anything of such doubtful status for only 1 20¢ per dress?

And finally, what do the makers of the substitute product have to offer? Do they have a staff of chemists concentrating on this highly specialized field? Do they have a staff of over 35 field technicians trained to supplement the work of the equipment engineers? Have they contributed to the development of the 3%-volatile rinse method in the washer-extractor?

The progressive plant owner will by-pass all experimentation by going directly to the headquarters where the costly experimentation has already been completed. FORMULA 886 is long past the experimental stage. The combination washer-extractor is long past the experimental stage. For a consultation with a field technician in your own plant, address R. R. STREET & Co. INC., 561 W. Monroe St., Chicago 6, Illinois.

FIGURE 3



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## N.I.C.D. NEWS

**Shoulder Pad Meeting:** NICD's research director, George P. Fulton, and its director of trade relations, Albert E. Johnson, were the guest speakers at a special meeting of the Women's Apparel Shoulder Pad Association in New York City on December 11.

Mr. Fulton discussed the cleaning industry's problems with bonded-wool and foam-rubber shoulder pads, using colored slide illustrations of cleaning processes, damaged garments and research work. Mr. Johnson emphasized the importance of interindustry cooperation to maintain adequate service standards for consumer products.

The meeting was called by the Association's public relations committee following a series of conferences with Mr. Johnson concerning an NICD consumer press release on the problem of bonded-wool shoulder pads. The meeting launched a project aimed at establishing higher standards of quality for the industry's products. NICD has agreed to cooperate with the members of this industry on any questions concerning the cleanability of shoulder pads.

No formal announcement of any progress toward a solution of the problem has been made by the Association or any of its members. It has been indicated, however, that certain improvements have been made in the rubber binder used in making bonded wool and that this may result in an elimination of the problem. NICD will continue to watch developments in this field.

# #

**New Technical Bulletins:** In December NICD published two technical bulletins, No. T-271 on "Petticoats and Lined Skirts" and No. T-272 on "Does a Charged System Give Good Whiteness Retention?" The first tells what problems drycleaners can expect from this recent style trend, and what handling precautions must be observed. Bulletin T-272 shows that unless certain precautions are taken, graying can occur in a charged system even when rapid filtration is used.

Technical bulletins published in January are No. T-273 on "Vicars" and No. T-274 on "Tests on Mothproofing Products." Bulletin T-273 is the first of a series NICD will publish on new materials. It gives the properties of Vicars, how it may be identified, the effect of various drycleaning solvents and spotting chemicals on it, the types of stains that do and do not adhere to it tenaciously, its behavior when wetcleaned and when finished.

Bulletin T-274 gives a complete up-to-date list of mothproofing products sold to drycleaners that pass NICD specifications. Of the 19 mothproofing products currently being sold to the drycleaning industry, 12 passed.

# #

**New Publication:** NICD members will soon receive copies of a new publication, "Service to Members." This attractive 32-page booklet devotes at least one page to every service that NICD offers to members. The new booklet includes postage-paid return postcards that make it easy for members to use NICD services.

**19th Management Course Completed:** Graduation exercises were held February 1 for the 19th management class at NICD. Certificates were awarded to the following by Robert E. Cowie:

Enrico C. Bencivenga, Flanders, N. J.; Philip Briggs, Des Moines, Iowa; John L. Callan, Washington, D. C.; Gene Callewaert, Chicago, Ill.; Harold Clifton, Kansas City, Mo.; Eugene W. Cloud, Annapolis, Md.; Carlyle S. Cornwell, Shelby, N. C.; Lorne J. Gibson, Toronto, Can.; Waldemar W. Gurney, Myrtle Point, Ore.; Felipe A. Maguirriain, Buenos Aires, Argentina; Ralph Meadows, Louisville, Ohio; James E. Miller, Tulsa, Okla.; Charles Samia, Methuen, Mass.; Theodore Silverman, Chicago, Ill.

Harold Clifton and Gene Callewaert won the prize for the best use of human relations and salesmanship techniques.

# #

**Schedule of Courses:** Two-week silk finishing courses for 1952 will begin August 18 and November 10.

One two-week wool finishing course will be given, starting November 24.

The next 12-week general course will be given April 7-June 27. The spring class always has the advantage that comes with the wide variety of garments handled during that season, including winter garments cleaned before being put away or stored, spring and summer garments.

The first four-week management course for 1952 has been completed with a full enrollment. The schedule for the others is: March 31, July 7, September 29.



LONG-DISTANCE travelers to 80th general course, left to right: Don J. Wolf, Kodiak, Alaska; Donald C. Rattray, Maui, Hawaii; Felipe A. Maguirriain, Buenos Aires, Argentina; Claude Lajoie, Alencon, France; Bernard F. Cameron, Sydney, N. S., Canada



SILK FINISHING graduates, left to right, standing: Irvin F. Miller, Harrisburg, Pa.; Edna Cuthrell, Glens Falls, N. Y.; Norma A. Bowman, Rockville, Md.; Horace G. Webber, Norfolk, Va. Seated: Constance Strather, Washington, D. C.; Jean Heflin, Kensington, Md.; Vivian Brown, Birmingham, Ala.



## ***Fast Service with DETREX*** **...YOUR SURE BUSINESS BUILDER**

It's frequency of cleaning that counts in building up your business rather than mere number of drycleaning customers.

Customers repeat where they get fast service. And the quicker you return the garments to use, the sooner you can again clean them.

With the Detrex two-unit process, you give truly Fast Service with highest quality . . . and thereby obtain more repeat business at no extra cost. A load is completed every 15 minutes. And no matter whether you use the Coronet or the new automatic Monarch, your Detrex drycleaning machine washes and extracts while the Synth-O-Saver recovers and aerates.

This double duty system permits you to give the best possible "While-you-wait" service at regular prices—bringing you new customers.

For the latest facts on fast service, mail the coupon below.

***Detrex Uses Perchloroethylene—No Fire Hazard!***

163

**DETREX**  
DRYCLEANING  
*Process*

DETREX CORPORATION  
Box 501, Detroit 32, Mich.

Rush me the detailed description on the Detrex Process:

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

# Rug Cleaners Elect Ayers

by JOHN J. MARTIN

NO BETTER PLACE than Boston, where 30 percent of the families have their rugs regularly and professionally cleaned, could be found for the scene of a rug cleaners' meeting. About 400 persons thought it would be a good idea to learn how this city triples the national average, while at the same time attending the National Institute of Rug Cleaning's seventh annual convention and exhibit on January 19, 20 and 21.

At the opening session Saturday afternoon the first speaker was Harry Gross, Lincoln Rug Company, Newark, N. J., who discussed carpet trade-in possibilities in connection with the sale of new carpeting. Citing the need for used carpeting by many lower-income families and businesses, the speaker stated that the rug cleaner naturally falls heir to this great potential market because used carpeting must be reconditioned before its resale. He outlined a tentative program for coordinating the sale of new carpeting, carpet trade-ins and rug cleaning through the National Institute.

"Industrial Relations in a Changing World" was the topic of Professor E. H. Schell, Massachusetts Institute of Technology. He urged the group to investigate public relations, employee benefit plans and research programs to assure individual business strength in these times of swift change. Professor Schell called such programs "built-in, intangible reserves," based on public acceptance of a business, that "cannot be chipped away."

Kenneth Weiser of M. R. Weiser & Son, New York accounting specialists, listed the advantages of the new

uniform accounting classification system for rug cleaners. Stating that the switch from some other system could be made with ease, Mr. Weiser made a strong plea for more NIRC members to adopt the system and to report their figures to NIRC for the benefit of the entire industry.

The session was closed by Langley Keyes, advertising agency representative for Adams & Swett, Boston rug cleaners. His subject, "Television Advertising for the Rug Cleaner," was a review of the video technique that has proved successful for Adams & Swett. (Complete details of this rug cleaning promotion will appear in a later issue of THE NATIONAL CLEANER & DYER.)

District 1 played host to the entire convention at a cocktail party on Saturday evening, and its members proved by the friendly, congenial atmosphere why so many rugs are cleaned in Boston.

Convention sessions resumed with a luncheon meeting on Sunday afternoon, followed by the annual business meeting.

The Sunday-evening session was led off by the laugh- and thought-provoking Gene Flack, sales manager of the Sunshine Biscuit Company, who threw cigars and jokes around the hall with equal vigor.

E. A. Leonard of Alexander Smith Carpet Mills followed with a talk on "New Carpet Construction and Trends." For the future he forecast that (1) due to the high price and scarcity of wool, more and more improved synthetic fibers will be used in carpet construction; (2) the buying trend toward the lighter colors will



NEW NIRC OFFICERS, left to right: Paul B. Williams, John A. Leavitt, Richard M. Powell, Harold H. Eigensee, Bill Ayers

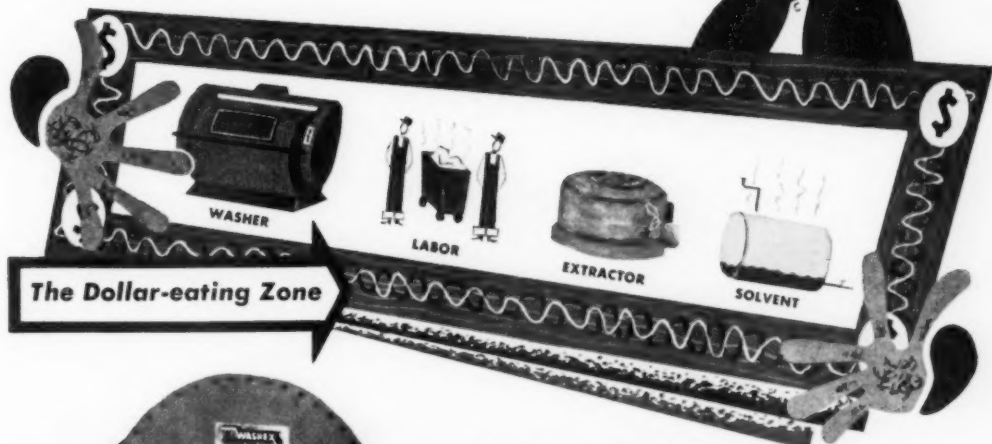


PANEL OF EXPERTS, left to right: Norbert Berg, Kenneth Weiser, J. G. Berger, J. A. Leavitt, E. A. Leonard, moderator Pearson Sunderland, Harry Gross, Col. J. W. Rice, Edward Millbank

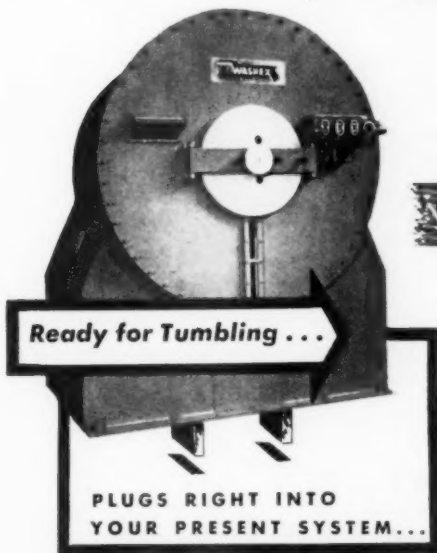
# STOP THE DOLLAR-EATERS!

When volume is up . . . but profits don't compare, LOOK for the DOLLAR-EATERS that are active in your washing and extracting operation. Loss of time, labor and solvent; buying of excessive equipment and contraptions BITES heavily into your net profit per garment.

Eliminate the DOLLAR-EATING ZONE with WASHEX, the COMBINATION Washer AND Extractor that actually "takes the load off your hands" and gives you an immediate, bigger profit.



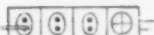
1. WASHEX SAVES LABOR IN EXCESS OF 50%.
2. WASHEX SAVES SOLVENT: Less spillage and evaporation  
Decreases Fire Hazard
3. WASHEX ELIMINATES HANDLING OF SOAKED GARMENTS
4. WASHEX SAVES VALUABLE FLOOR SPACE. 5 ft. 6 in. x 4 ft. 9 in.



SAVES HALF OF YOUR EXPENSE DOLLAR!



THE WORKHORSE  
WASHEX POWER PANEL



Anybody can operate WASHEX! Here is the safe, easy way to wash and extract without handling of soaked garments!

FABRIC LAUNDRY & DRY CLEANING MACHINERY CORP.  
192 Banker St., Brooklyn 22, N. Y.





continue, and (3) most sales will be in one- and two-color patterns, simple in design.

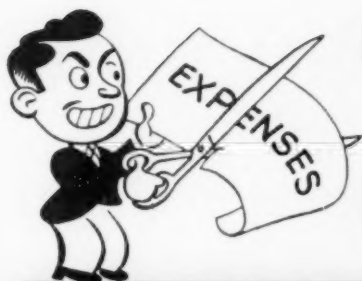
Following a talk on government controls by Jasper Costa, counsel to the service trades industries, it was announced that the winner of NIRC's sales promotion contest was the John A. Leavitt Company of Hartford, Connecticut.

Starting promptly, as did all the sessions, the Monday-morning meeting attracted great interest. Col. James W. Rice, NIRC research associate, led off with a talk on "Rug Spotting Techniques," in which he told of the latest methods of removing stains from rugs and carpeting.

Closing the convention was a round-table discussion by a panel of experts on rug cleaning and business administration problems. The panel consisted of Norbert J. Berg, managing executive, National Institute of Cleaning and Dyeing; Kenneth Weiser; E. J. Leonard; Col. J. W. Rice; Harry Gross; J. A. Leavitt; J. G. Berger, engineering consultant, and Edward Millbank, insurance consultant.

The panel was kept busy for over two hours answering questions from the floor on every subject from wages to bleaching, from dryroom principles to a discussion of whether or not to charge for relaying carpets.

Monday night the group went social again for



# Cut operating Costs with **BUCKEYE**

## **"NU-WAY" FILTER SOAP**

*This pure vegetable oil liquid soap is ideal for high pressure filtration systems*

### **FAST! SAFE! EASY TO USE!**

Buckeye "Nu-Way" Filter Soap's powerful penetrating detergent action removes all water-soluble soils, greases, sweat stains from all types of silks, synthetic woolens and cotton fabrics. Reduces wet cleaning, recleaning, spotting. Makes necessary spotting easier, quicker. Builds no filter pressure. Keeps filter system sweat-clean. Helps you cut operating costs many ways.

### **UNIFORM BUCKEYE QUALITY GUARANTEED**

We guarantee Buckeye "Nu-Way" filter soap to be of high uniform quality. Satisfactory results assured when used as directed. Ask your distributor-salesman to have a Buckeye service man demonstrate Buckeye "Nu-Way" Filter Soap in your plant.

Order from  
your jobber  
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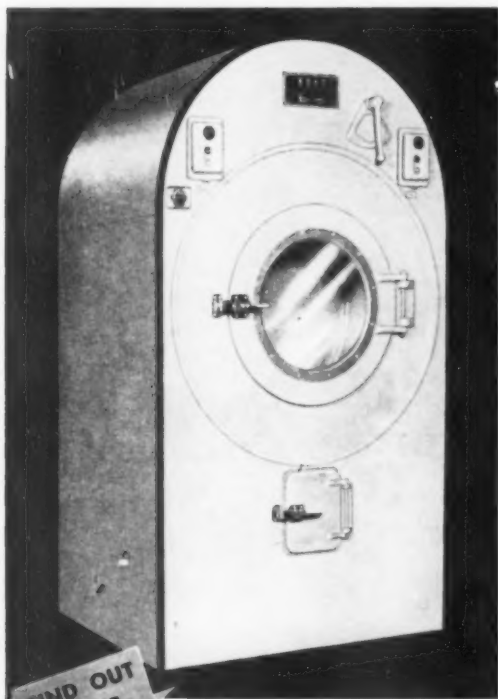
**The DAVIES-YOUNG SOAP CO.**

705 ALBANY ST.

**DAYTON 1, OHIO**

Established 1844

Conserve Your Supply of Hard-to-Replace "Perc"  
with "the Workhorse of the Solvent Reclaimers"



FIND OUT  
MORE

**ABOUT THESE 3 SOLVO-MISER MODELS:**

- MODEL A** (recommended capacity 20 lbs. D.W.)  
will pass thru standard 34" doorway  
\$1095.  
**MODEL B** (recommended capacity 30 lbs. D.W.)  
\$1195.  
**MODEL C** (recommended capacity 40 lbs. D.W.)  
\$1295.

**SEND COUPON  
TODAY!**

Hoyt Manufacturing Corporation  
998 Jefferson Street  
Fall River 1, Mass.

Please send me complete information on Hoyt Solvo-Misers, as well as reports from users and name of nearest distributor.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

# HOYT Solvo-Miser

By using this workhorse, you not only save your solvent but you also double, or triple, the present production of your closed type synthetic cleaning machine. Ask yourself this question: "Why should I tie up my expensive cleaning machine for drying and reclaiming operations?" The Solvo-Miser saves your cleaning machine for washing and extracting — its most productive work.

**IT'S A WORKHORSE for reclaiming** — recovers up to 96% of solvent left in garments.

**IT'S A WORKHORSE for tumbling** — large basket prevents uneven drying — and more important, **prevents excessive wrinkles.**

**IT'S A WORKHORSE for economy** — users report that it pays for itself in less than a year in the saving of costly solvents alone — this in addition to lower operating costs due to high quality drying.

**IT'S A WORKHORSE for performance** — ruggedly built (stainless steel condensing box) to give years of continuous, low cost service.

**HOYT** LARGEST MANUFACTURER  
OF DRYERS EXCLUSIVELY

the annual banquet, entertainment and dance. Almost the entire registration stayed over Tuesday for visits to the Albany Carpet Cleaning plant and to the Adams & Swett plant, both in the Boston area of high per-capita volume.

New officers elected at the business session are: John A. Leavitt, Hartford, Connecticut, reelected chairman of the board; R. L. "Bill" Ayers, Covington, Virginia, president; Harold H. Eigensee, Columbus, Ohio, vice president; and Paul B. Williams, New York, N. Y.,

reelected treasurer. Richard M. Powell remains as executive secretary.

All district directors were reelected. They include: John J. Hanrihan, Boston; Charles H. Brown, Jr., New York; M. E. Rudolph, Philadelphia; W. S. Ingersoll, Pittsburgh; Francis H. Reilly, Baltimore; John A. Baker, Miami; August Draffkorn, Chicago; Henry C. Hartenbach, Jr., St. Louis; S. C. Sorensen, Minneapolis; Paul J. Ericson, Kansas City; William F. Kieschnick, Dallas, and Joseph J. Wolfe, Seattle. # #

## Bigger and Better Louisiana Meeting

by WILLIAM R. PALMER

A LOT OF CREDIT is due to any plantowner who takes the time to travel 5,000 miles in a year, getting new association members and talking to old ones. That's the record of Mrs. Vernie Sudwischer, retiring president of the Louisiana Laundry and Cleaners Association. Her efforts boosted the membership to 250 and, with the help of the various committees, resulted in what was reported one of the best meetings ever held in Louisiana, the convention held January 19 and 20 in Alexandria.

The program started the first afternoon with a training film by Stanley Walters. Then J. A. Blackman explained how much more effective the legislative committee could be in dealing with the legislature now that the association represented a much greater segment of the industry. The session closed with a discussion by Paul Jacobsen of the Wallerstein Company of problems in handling various fabrics, illustrated with slides and several hundred samples.

Sunday's session started with a film, "This Is Louisiana," a beautiful and instructive survey



LOUISIANA OFFICERS, left to right, seated: Earl Rush, director; Vernie Sudwischer, retiring president; Travis Taylor, secretary-treasurer. Standing: Albert Flucke, Jr., director; Calvin H. Weiser, vice president; G. H. Cooper, S. L. Garrett, G. W. Cline, Jr., directors; Don Weil, president

of the attractions of the state. Then William R. Palmer, editor of THE NATIONAL CLEANER & DYER, described the newest trends in the drycleaning industry. George Fulton, director of research at the NICD, followed with a resume of the Institute's findings to date on the use of the "charged system" in the cleaning room. Les Francis, ad-

vertising manager of Emery Industries, Inc., stressed the importance of the "second bundle", after a cleaner gets a new customer, can he get the second bundle from her?

The "banquet" was held at noon to permit delegates to start early for home. Featured speaker was humorist Jack Major who ranged delightfully

through the field of "taxes, women and hogs." (Didn't know there were so many Republicans in Louisiana, did you, Jack?) The convention concluded with a demonstration of spotting fundamentals by Edna M. Geddes.

The man on the spot right now is Don Weil, new president of the Louisiana group,





Mrs. Sudwischer is the gal that gave the association plenty of vitamin A. Don is the man to give it the vitamin B. Helping him are Calvin Weiser, vice president, and Travis Taylor,

secretary-treasurer. Emmett Guderian is sergeant-at-arms. The directors are: Mrs. Sudwischer, ex officio; Mr. Weil, Mr. Weiser, Mr. Taylor and Mr. Guderian; John Kean, J. J.

Rouhique, Albert Flucke, Jr., Sheldon Blue, G. W. (Bill) Cline, Jr., S. L. Garrett, Earl Rush, Blanchard Odom and G. H. Cooper.

The size of the board was

doubled to give each director a smaller area as his responsibility. It has been felt that the previous divisions presented too much of a burden to the individual directors. # #

## 300 Meet at Lansing



**MICHIGAN OFFICERS**, left to right: Dana Antes, St. Johns, secretary; E. L. Messenger, Port Huron, president; Loren Bancroft, Morenci, first vice president; Michael O'Neill, managing director. New officers not in photo: John Otto, Jr., Grand Rapids, second vice president; Herman Friedli, Saginaw, treasurer; William Heffern, Adrian, sergeant-at-arms



**FUR SHOW FEATURE** was presentation of fur bow tie to Michigan's Governor G. Mennen Williams. Left to right: Governor Williams; Frank Pingatore, outgoing president; fur model; Michael O'Neill; N. Hoagland, owner Richland Furs, Inc.

A **LIVELY PROGRAM** marked the 38th annual convention of the Michigan State Association of Cleaners and Dyers, held at Lansing January 18-20.

An attendance of close to 300 heard William B. White of the National Institute of Cleaning and Dyeing report that the government has relaxed restrictions on adjustments of service

prices, and that reasonable increases can now be readily obtained from OPS.

Other speakers included Robert Bernstein of the Alrose Chemical Company, who spoke on "The Chemist Looks at Drycleaning." Members were told by George E. Bowles, chairman of Michigan's labor mediation board, what to expect from la-

bor in 1952, including a trend to higher wages. Talks were also presented by Lansing's Mayor Ralph Crego and by C. W. Otto, director of the Lansing Chamber of Commerce.

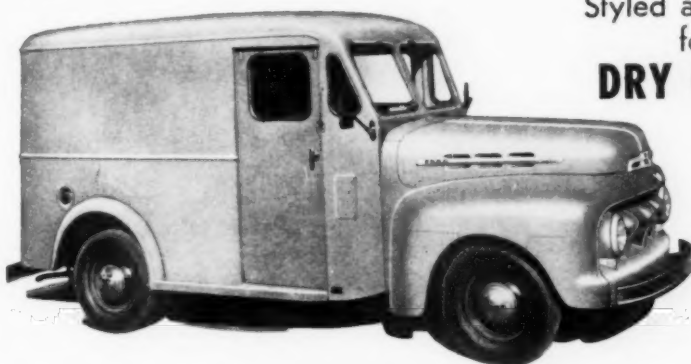
The dramatic highlight of the meeting was a two-hour fur show. Models displayed the latest styles in \$50,000 worth of furs by Richland Furs, Inc., of

Blissfield, Mich. A four-skin Kolinsky scarf was given as a door prize.

During the final session the association planned the 1952 program. It was decided to place more stress on public relations and consumer education.

The group name has been changed to Michigan Drycleaners Association, Inc. # #





Styled and Designed  
for the  
**DRY CLEANER**

**MODEL  
405**

Width 58"

Height 57"  
(Center)

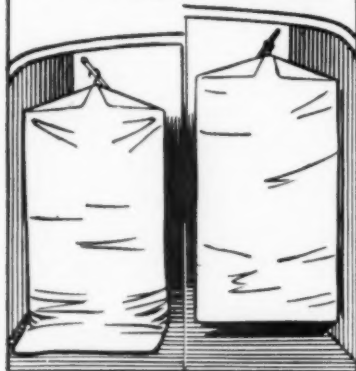
Length 75"  
(At floor)

**Montpelier**

Presents the  
New, Exclusive

## Dry Cleaners' Delivery Unit

*Need More Height  
for  
Those Longer Garments?*



**MONTPELIER Gives You  
that EXTRA HEIGHT  
You Need**

ARRANGED ON  
**1/2-TON CHASSIS**  
of YOUR Selection

***New Styling, New Beauty***

Montpelier has designed these new Side-Aisle Bodies with modern clean flowing lines that give your Delivery Vehicles real "eye appeal" . . . building business prestige for you—while saving drivers' time and holding delivery costs to a minimum.

***Greater Practicability, Convenience***

**MORE STOPS . . . LESS FATIGUE**

Montpelier's Full Side-Aisle across driver's compartment—at running board level—provides more headroom, greater accessibility from either side. Bucket type seat on swivel pedestal, easy operating sliding doors with grab handles, and many other convenience features contribute to drivers' comfort and reduce fatigue.



**PHONE, WIRE OR WRITE FOR FULL DETAILS**

**THE MONTPELIER MANUFACTURING CO., MONTPELIER, OHIO**



# TODAY...

## We're all in the steel business!



FOR EACH OF US TO GET MORE STEEL... AND PRODUCTS MADE OF STEEL...  
WE'VE GOT TO PROVIDE MORE SCRAP TO MAKE THE STEEL.

Half the melting stock used in the steel mill or iron foundry consists of iron and steel scrap. In normal times, enough scrap is produced by the mills, foundries, railroads, fabricators and scrap dealers to fill the need.

But now the mills have stepped up capacity to meet the greatly increased military and civilian demands for steel. And that increased capacity has outstepped the supply of scrap.

That is why we are calling on plants in both metal-working and NON-METAL-WORKING industries to provide the needed scrap NOW.

**You have the heavy scrap needed to make more steel**

Enough obsolete machinery, equipment and parts are being carried as useless inventory to give a big push to

*This advertisement is a contribution, in the national interest, by*

**THE NATIONAL CLEANER & DYER**

Cooperating with the Laundry and Drycleaning Campaign

**SELL YOUR SCRAP**

Send in your signed Scrap Credit Certificate to  
**LAUNDRY & DRYCLEANING MACHINERY MANUFACTURERS ASSOCIATION**

95 Liberty St., New York 6, N. Y.

the production of steel. Surveys have proved this.

The trick is to get that old steel into the hands of the steel producers.

We're putting that job up to you. To help maintain steel production... provide more steel for the equipment you want... turn in your idle iron and steel to your local scrap dealer.

**What you can do to help maintain steel production**

1. Appoint one top official in your plant to take full responsibility for surveying the plant and getting out the scrap.

2. Consult with your local Scrap Mobilization Committee about its program to help out in the scrap crisis. For chairman's name, check with your Chamber of Commerce, or the nearest

office of the National Production Authority, Department of Commerce.

3. Call in your local scrap dealer to help you work out a practical scrapping program. Non-ferrous scrap is needed, too.

4. Write for free booklet, "Top Management: Your Program For Emergency Scrap Recovery", addressing Advertising Council, 25 W. 45 St., New York 19, N. Y.



NEW

*Star*

PERFORMER

IN YOUR CLEANING ROOM...

*New*

**CONCENTRATED**  
Dry Cleaning **SOAP**

*By*

**NU-PRO**



**IS 7 WAYS SUPERIOR!**

- ★ It's 6 TIMES as strong as ordinary dry cleaning soaps.
- ★ It picks up 25 TIMES its own weight of water and still disperses in the solvent.
- ★ It's usable with Stoddard Solvent or 140F and chlorinated solvents.
- ★ It's non-inflammable.
- ★ It's 40% less costly.
- ★ Beats your storage problems.
- ★ Packed in gallon jugs or drums.

**C-50 IS LESS COSTLY...FAST TO USE...MORE EFFICIENT**

ORDER TODAY...AND  
BILL THROUGH YOUR  
NU-PRO JOBBER!

**NU-PRO MFG. CO.**

2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

# Oklahomans Turn Out

by LOU BELLEW

A TOP REGISTRATION of almost 1,200 drycleaners, plant employees and allied tradesmen, in a state with just 1,400 licensed cleaners, was reported at the 22nd annual convention of the Oklahoma Association of Cleaners and Dyers, held January 19 and 20 in Tulsa.

A fast-moving convention program was ably conducted by Dean Jayroe, retiring president, with an occasional assist in introducing speakers from John D. Cash, Sr. Talks were given by John P. Gray of Adco, Inc., who discussed personnel training, by E. L. Massey, head of the drycleaning department of the School of Technical Training at Oklahoma A & M, and

the industry was set straight by your reporter.

Dr. Dorothy C. Lyle, director of consumer relations for NICD, spoke on the timely topic of highly inflammable materials used in certain garments, with actual burning tests to illustrate. G. W. (Bill) Boyd of Sanitone Division, Emery Industries, Inc., gave one of his always interesting presentations on selling.

New officers of the Oklahoma group are: J. E. Rowe, Bartlesville, president; C. Lyle Smith, Oklahoma City, first vice president; M. T. McCormick, Tulsa, second vice president; Lee Dixon, Ponca City, secretary-treasurer. # #



OKLAHOMA OFFICIALS, left to right: John Cash, chairman of State Board of Drycleaners; J. E. Rowe, president; Dean Jayroe, retiring president



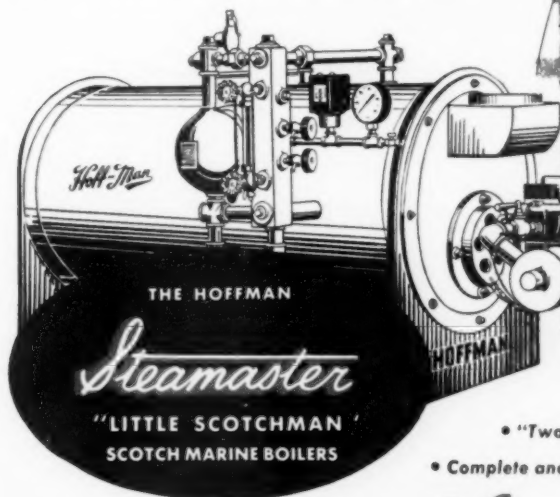
**HEATING SURFACE INCREASED**

**UP TO 20%**

**for better efficiency  
and greater savings**

**in the HOFFMAN Steammaster  
"Little Scotchman" Boiler**

Now, the new improved "Little Scotchman" Boiler brings you even thriftier operation! Increased heating surface . . . larger furnace tubes . . . new burner arrangement, and other advances have been added to the big money-saving extras of the "Little Scotchman." Ask your Hoffman representative to give you all the details. And take advantage of his Custom-Fitted boiler service that assures you the right size for your needs. There's no obligation — get the facts right away.




• Eight Sizes, from 3 to 50 h.p.

• Fully approved — no lagging or brickwork

• "Two-pass" design saves fuel — lengthens tube life

• Complete and compact — for gas or oil-fired operation

TOPS IN VALUE  ... SINCE 1905

**U. S. HOFFMAN MACHINERY CORP.**

**Hoffman**

**105 FOURTH AVENUE, NEW YORK 3, N. Y.**

For March, 1952

When writing to advertisers please mention The NATIONAL CLEANER & DYER



## Signs of the Times

(Continued from page 20)

**Rules for Fabric Identification:** New trade practice rules issued by the Federal Trade Commission distinguish between "rayon" and "acetate" fibers and fabrics. *Rayon* is defined as: "Man-made textile fibers and filaments composed of regenerated cellulose, and yarn, thread or textile fabric made of such fibers and filaments." *Acetate*: "Man-made textile fibers and filaments composed of cellulose acetate, and yarn, thread or textile fabric made of such fibers and filaments."

Summarized briefly, the rules provide that each

rayon or acetate product must be properly identified, that there must be no misrepresentation in offering it for sale. It is considered an unfair trade practice to describe a product by weave only, such as "taffeta" or "velvet," without giving the fiber identification equal prominence.

In the case of blends, all invoices, labels, advertisements and other selling representations must name each constituent fiber in the order of predominance by weight. Percentages may or may not be given. If the fiber or fibers comprising at least 95 percent by weight of the fabric are stated, the remaining 5 percent or less may be labeled "other fiber" or "miscellaneous fiber." No fiber in a blend can be emphasized by type or otherwise to deceive customers into thinking there is a larger proportion of it in the blend than is actually present.

The Federal Trade Commission approves and recommends the practice of providing labels giving instructions for handling, cleaning, laundering and ironing, and also the use of educational advertisements and other promotion on the proper use and care of rayon and acetate products.

The Celanese Corporation of America is now providing for the textile industry and retail stores an extensive promotion and educational program on acetate, including sales training kits and films, information booklets for salespeople and consumers, and suggestions for advertising copy.

# #

**Public Service by Drycleaners:** Among contributors at a "kick-off" dinner for the March of Dimes campaign in Oak Lawn, Illinois, was Smith Cleaners. To help the drive in Sedgwick, Kansas, Hilberling Cleaners was one of the town's business firms which displayed a miniature iron lung as a receptacle for contributions.

William V. Stork, part owner of Stork's Cleaners and Furriers, has been elected president of the Greater Alton (Illinois) Association of Commerce. Drycleaner Bernard Kessler was chosen for the presidency of the Waynesboro (Pennsylvania) Exchange Club. In Port Clinton, Ohio, Carlton Schwan, operator of Swan Dry Cleaners, was elected president of the Lake Erie and Peninsula Vacationland.

# 6 TIPS

**- to make your filter powder go farther ... and do the same or higher quality drycleaning**

## DICALITE SPEEDPLUS

... new improved - filters faster, precoats better. Removes insoluble impurities, gives sparkling clear solvent for better cleaning.

## DICALITE 7

... the "anti-static" powder that increases soil removal, stops linting, gives whiter whites and cleaner, brighter color.

## DICALITE SWEETENER

... improved adsorbent filter powder. Removes insolubles AND solubles. Sweetens and decolorizes solvent - less distillation.

**PRECOAT CAREFULLY**—with clean solvent and correct amount of filter powder. Longer cycles save filter powder.

**MEASURE FILTER POWDER**—use exact amount on every load. Too much is waste; too little gives poor cleaning that must be re-run with increased use of powder.

**KEEP FILTER POWDER DRY**—moisture increases pressure too fast, requiring more frequent scrapedowns and re-precoating.

**CLASSIFY LOADS** and vary amount of filter powder by soil content; this makes most economical use of every pound.

**AVOID OVERLOADING WASHER**—it can cause poor cleaning and excessive re-running. Twice running means double powder use.

**USE DICALITE FILTER POWDERS**—you have choice of three types to best suit your own particular operation.

**ORDER DICALITE FROM YOUR SUPPLY JOBBER**

**DICALITE DIVISION, GREAT LAKES CARBON CORPORATION**

GLC

NEW YORK 17, N. Y. • CHICAGO 13, ILL. • LOS ANGELES 17, CALIF.

New York Cleaners, Lawrence, Kansas, lent its windows for a National Guard display in connection with a recruitment drive.

Gene Hart, executive secretary of the Fort Worth (Texas) Cleaners Association, reported a total of 1,000 garments collected for the needy and cleaned by the 35 participating members of the group. Used clothes for refugees from Eastern Germany were collected and cleaned by the Santa Rosa (California) Dry Cleaners Association. The drive was organized by member Ward von Tillow.

The December meeting of the Drolls (Kansas) Dry Cleaners and Launderers Association was devoted to appeals for blood donations. After hearing a Red Cross official and a Korean veteran, many of the 35 association members and their wives pledged donations.

##

**Clinic on Charged System:** A lecture and demonstration on charged system cleaning drew 150 drycleaners and allied tradesmen to the New England School of Drycleaning, Everett, Massachusetts, on January 24. At the invitation of Zu Freeman, faculty director, cleaners from six states in the New England area listened enthusiastically to a technical explanation of what charged system cleaning is, how it works and what it does.

Speaker of the evening was Dr. Samuel Machlis of Stamford Chemical Company, a former professor at New York University. Because of his background in chemistry and practical plant knowledge, Dr. Machlis is probably one of the country's most active investigators of this development in drycleaning.

##

**Door-to-Door Selling Under Attack:** As a result of Supreme Court approval of a ban on sales solicitations in private homes in Alexandria, Louisiana, unless the salesman is invited into the home, a number of similar ordinances have been proposed in various parts of the country.

The U. S. Chamber of Commerce has taken a stand on the issue, urging "sound regulation" of house-to-house selling but opposing restrictions which may lead to gradual extension of excessive regulations. The Chamber stated that it would support efforts to curb clearly unfair competitive practices or abuses of selling privileges, but would oppose legislation intended to hamper operations of legitimate business concerns engaged in fair competition.

A proposed ban on door-to-door selling was defeated in Chicago, where a hearing on the measure attracted an attendance of about 1,000 persons, none of whom spoke in its favor. As reported by the NICD, the drycleaning and laundry industries in Chicago united to oppose this legislation, and their efforts were largely responsible for its defeat.

##

**OK for "Free Storage":** The case of the Shawnee, Oklahoma, drycleaner who was charged with misrepresentation by the State Board of Dry Cleaners, because he advertised "free storage" yet charged an insurance fee, has been settled. The board has decided that the violations were insufficient to warrant revocation of the cleaner's license.

**FROM SWEATERS  
TO SOCKS**



*You clean them faster, more profitably with the aid of I-R equipment!*

Years of research went into this Ingersoll-Rand line of pumps and compressors for laundry and dry cleaning applications. Consider these exclusive advantages:

**I-R Motorpumps:**  
New open impeller design and other new improvements enable these smaller motorpumps to do the work of larger, rotary type pumps. Result, longer life, lower power consumption.

**I-R Compressors:**  
Features like the finned intercooler with increased cooling surface that cools the air and helps keep valves free of carbon and save power, make these compressors first in laundries. Write for full engineering data.

Know your I-R Laundry Equipment Supplier — put his experience backed by I-R engineering know-how to work for you.

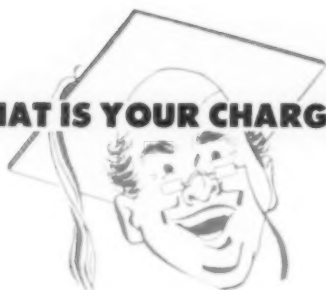
**Ingersoll-Rand**  
11 Broadway, New York 4, New York



**FROM PUMPS  
TO COMPRESSORS...**

**I-R EQUIPMENT MEANS PROFITABLE CLEANING OPERATIONS**

## WHAT IS YOUR CHARGE SOAP



# I.Q.?

### Q. WHAT IS THE NATIONAL CHARGE SOAP METHOD?

**A.** NATIONAL CHARGE SOAP METHOD is the new and simple drycleaning procedure by which the solvent, once charged with the soap, retains a high quality of soil removal for a prolonged period.

### Q. HOW MUCH DOES NATIONAL CHARGE SOAP MULTIPLY SOLVENT CONDUCTIVITY?

**A.** NATIONAL CHARGE SOAP (N. C. S.) imparts an exceptionally high and stable conductivity to the solvent. The 1/2 % solution increases the conductivity of pure stoddard solvent almost 500 fold. This results in almost complete elimination of soil redeposition.

### Q. WHAT IS THE BENEFIT OF THE PERFECT SOLUBILITY OF NATIONAL CHARGE SOAP?

**A.** National Charge Soap is so soluble in naphtha that it is not removed from the solvent by ordinary filtration or by the garments. Once introduced into the solvent, it imparts to it uniform and lasting soil removal ability which does not vary from load to load. This contrasts sharply with the conventional soaps which are often completely removed by filtration or absorbed by the garments even before a single cleaning cycle is completed.

### Q. WHAT GIVES NATIONAL CHARGE SOAP PERFECT CHEMICAL STABILITY?

**A.** NATIONAL CHARGE SOAP is compounded of neutral materials derived from petroleum. Unlike the fatty acid soaps, National Charge Soap has no tendency to break down during the cleaning cycle or to impart any acidity to the solvent.

### Q. HOW DOES NATIONAL CHARGE SOAP LOWER CLEANING COSTS?

**A.** When 1/2 gal. of NATIONAL CHARGE SOAP is added to 100 gals. solvent, concentration of the Soil Removing Component in the solvent rises to such a high level that it would require up to 10 times as much of conventional soaps to match it. This unique property of National Charge Soap enables the plant operator to attain a quality of dry-cleaning unmatched by conventional soaps, at a surprisingly low cost.

### Q. HOW DOES NATIONAL CHARGE SOAP SIMPLIFY CLEANING PROCEDURE?

**A.** The continuous presence of a high concentration of Soil Removing Component and the stable, high conductivity which NATIONAL CHARGE SOAP imparts to the solvent greatly simplify the dry-cleaning process. Thus fabrics which do not require moisture (whites, sweaters, overcoats and many types of drapes) are cleaned beautifully by merely running the load on the filter for 15 to 20 minutes. This simple procedure

combines the total effects of a break, soap run, and rinse with the added advantage of profitable time saving.

### Q. HOW CAN EXACT CONCENTRATION OF NATIONAL CHARGE SOAP BE DETERMINED?

**A.** NATIONAL CHARGE SOAP TEST KIT enables the plant operator to determine within a few seconds the exact concentration of National Charge Soap in his solvent. It informs him how much of the soap he should add in case the solvent is undercharged. National's TEST KIT is the simplest and most practical kit for this purpose devised to date. It is furnished free with your initial National Charge Soap order.



**WRITE TODAY for  
FREE BROCHURE!**

Reveals the facts about a time and money saving method of drycleaning.



**NATIONAL CLEANERS CHEMICAL MFG. COMPANY**

2807-11 W. Lake St. • Chicago 12, Ill.

## NEWS NOTES in the TRADE

### Butler Names Executive at 50-Year Celebration



BUTLER'S NEW general manager, John A. Morgan (left), will work closely with Oscar D. Nelson, president, taking on added responsibilities



TRYING NEW press at Butler silver anniversary, left to right: Burrill O. Gottry, manager Cleaners Equipment Division; Jess Van Dyke, Van Dyke Cleaners, Kansas City; Barry Milburn, Dorn-Cloney Cleaners, Columbia, Mo.; William Drummond, Drummond Cleaners, Kansas City

A surprise announcement of a new general manager, the unveiling of new production facilities and office quarters, and payment of employees in \$2 bills highlighted a three-day series of open house tours by the Butler Manufacturing Company at Kansas City, Mo., on December 6, 7 and 8. The occasion was the observance of the fiftieth anniversary of the founding of the company. Some 3,000 residents of Greater Kansas City and industrial leaders from various parts of the country were guests of the company during the celebration.

The announcement of the appointment of John A. Morgan to the post of general manager was made by Oscar D.

Nelson, president. Mr. Morgan, who has been a little more than 12 years with the company, is a native of Wichita, Kansas, a graduate of Wichita University and of the Harvard School of Business Administration. He joined Butler to work in the sales and advertising department. In 1942 he entered the Navy, where he attained the rank of lieutenant.

At 36, Mr. Morgan is probably one of the youngest men ever to attain the top executive position of a leading national industrial firm. He will be at the helm of a company which has nearly 3,000 employees with plants in Minneapolis, Minn.; Galesburg, Ill.; Richmond, Cal.; and Birmingham, Ala.

### New Pennsalt Products Introduced

A new drycleaning soap, designed for use with sweetener powders in charged systems, has been announced by the Pennsylvania Salt Manufacturing Company, Philadelphia, Pa. Named Flo-Klear, the new soap is de-

signed to flow through the filter with very slight loss, even when sweetener powders are used.

This feature, the announcement states, assures improved cleaning performances because a large percentage of Flo-Klear

remains in the filtered solvent for removal of heavy soils. At the same time, the sweetener powders remove fatty acids and other soils from the solvent, so that cleaning is always performed by a clean, clear solvent. Economy of operation is achieved through the minimum replenishment requirements claimed for the new soap.

Developed at Pennsalt's Whitemarsh Research Laboratories, the new product has been field-tested in a number of drycleaning plants under a variety of operating conditions.

The new soap is being manufactured at Pennsalt's Cornwells Heights, Pa., plant. It is packed in 15-, 30- and 55-gallon drums.

The company has also announced the development of Pensal W, a new "one-shot" detergent, specially designed for industrial laundry on heavily soiled overalls and wipers. Pensal W has been field-tested in a number of industrial laundries and under varied water conditions.

The new detergent, manufactured at Pennsalt's Wyandotte, Mich., plant, is packaged in polyethylene-lined, multi-walled paper bags.

### Time Savers Adds to Staff

Time Savers, Inc., Montclair, N. J., has announced the appointment of the following new personnel to its present staff:

George S. Harris, sales and purchasing; John Grebe, industrial engineer-cost control; Canio Di Carlo, advertising art; Thomas Colombrito and Ralph McGovern, advertising department.

### Eaton Offers Bulletins

The first two of a planned series of informative bulletins on drycleaning problems have been issued by Eaton Chemical and Dyestuff Company. Bulletin No. 1, on water repellency, distinguishes between waterproofing and water repellency, or showerproofing, which retains porosity and hence comfort of the treated fabric. Bulletin No. 2 discusses precautions for preventing lipsticks getting into tumblers, and methods of clearing up the stains if they do.

Copies of the bulletins may be obtained by writing to Eaton Chemical and Dyestuff Company, 1490 Franklin St., Detroit 7, Mich.

### American Executives Serve 30 Years



In ceremonies held at the executive offices of The American Laundry Machinery Company in Norwood, Ohio, on January 9, J. M. Garvey, president, and J. F. Allen, vice president and treasurer, were honored for having completed 30 years of service with the firm. Acting for E. B. Stanley, chairman of the board, C. O. Knowlton, vice president and general sales manager (center foreground of group above), presented Mr. Garvey (right) and Mr. Allen (left) with diamond-studded 30-Year Service Pins.

Attending the presentation ceremonies (left to right in the photograph) were Taylor Stanley, secretary of the company;

J. C. Taylor, G. W. Johnson, Wayne Wilson, R. A. Anthony, C. Parrish, C. M. King, J. F. Aulen, H. W. Knox, W. L. Clawson, J. B. Patzold, C. E. Trotter, R. C. Pauly, E. A. Haney, F. H. Allen, J. J. Dewey, director; T. W. Tieman, M. F. Huebsch, director, and A. F. McAndrews.


Mr. Garvey joined the company in 1922, after attending Princeton University and serving as a Marine Captain in World War I. For gallantry in action he was awarded the Croix de Guerre and the Distinguished Service Citation. Early in his career with American Mr. Garvey specialized on laundry systems. In 1927 he was

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DYE HOUSE**

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Leon Teichner, President

Continuously in Business since 1919



The Dyeing Name  
of Undying Fame

appointed assistant manager of the Eastern Sales Division, and two years later was promoted to manager of the Eastern Division. In 1944 he was elected vice president and general sales manager of the company. A director since 1946, he was elected to his present office May 24, 1950.

Mr. Allen came to American in 1922 as a practicing certified public accountant, assuming the position of auditor. In 1929 he was appointed controller, was elected treasurer and a director in 1938, and vice president in 1950.

#### New Buckeye Labels



To increase its service to drycleaners, the Davies-Young Soap Company, Box 995, Dayton, Ohio, has redesigned the labels on bottles, cartons and drums of its line of Buckeye dyeing solutions. According to John R. Young, sales

manager, the new labels will make it easier for the drycleaner to quickly identify each solution.

Typical of the new labels are those of the one-gallon bottles. On the front of each bottle is the name of the solution and its purpose, while the back gives complete directions for its use. Each label is fired on the glass and will always be legible, Mr. Young said. It will not disappear due to chemical action of the solutions. Each label is printed in bright red, because tests by color experts have shown that this is one of the easiest to read.

All one-gallon bottles of Klor-Lene, Size, Wet Spotter, Neutra-Lene and Pre-Spotter now have the new labels.

Mr. Young also pointed out that detailed service bulletins on Buckeye Size and Neutra-Lene are available without charge.

#### Dual-Duty Marking Machine

Literature is now available describing the Dual-Duty Tag-O-Lectric tag making, marking and attaching machine, manufactured by the Textile Mark-

ing Machine Co., Inc., 246 Walton St., Syracuse, N. Y. The Dual-Duty machine is specifically designed for the drycleaner's use, while the Lot System Tag-O-Lectric is meant for shirts, bachelor bundles and family laundry.

According to the manufacturer, both models save 8,000 handling motions on each 1,000

pieces, as one contact motion makes, marks and attaches the tags. The tags are precision-stapled to garments before they leave the machine.

The literature, which also describes Tag-O-Lectric Fibre-rolls, staples and "Ribbonized" marking ribbons, can be obtained by writing to the manufacturer.

#### Cook Promotes "Twin" Equipment



The photograph above shows the Cook Twin Washette with Miss JoAnn Hill, television star and beauty contest winner, posing as her own twin. The equipment shown has a single motor, is semi-automatic with double timers, and each

basket has a 25-pound capacity. The manufacturer of the unit, Cook Machinery Sales Co., Dallas, Texas, plans to promote the Cook Twin Washette by having Miss Hill make appearances in Dallas to demonstrate the ease of operation.



## Drew Appoints Pariser



AL PARISER

E. F. Drew & Co., Inc., New York City, has announced the appointment of Al Pariser as field sales supervisor for its Chemical Specialties Division. Mr. Pariser attended Syracuse University and has been associated with the chemical and laundry industries for many years. He has been field representative for the Drew Company in New Jersey and Pennsylvania.

In his new capacity, Mr. Pariser will work closely with Drew field representatives and

plants. He will be responsible for the sale and service of Drew products and for the introduction of new products.

## Mercury Manual

An instruction book for users of Mercury drycleaning installations has been prepared by Mercury Cleaning Systems, Inc., 549 W. Washington Blvd., Chicago 6, Ill. It contains an installation and operation manual, lubrication chart, parts catalog, 10 special service bulletins and seven master plan drawings, all combined in one serviceable gray booklet cover.

The manual was prepared for the U. S. Navy, to which Mercury has been furnishing its U/L 140°F petroleum drycleaning units and 50 g.p.h. stills for shipboard use. The Navy also uses a Mercury unit and still in its training school at Bayonne, N. J.

The company will supply each of its jobbers with a copy of the book, and will also send a copy free with each Mercury drycleaning unit shipped in 1952. Free copies will be mailed to industrial training and drycleaning instruction schools. Additional copies may be purchased from Mercury.

## Webb Joins Hopkins



ROBERT K. WEBB

Hopkins Equipment Co., Hatfield, Pa., has announced that Robert K. (Bob) Webb has joined the company as general manager.

Mr. Webb's 22 years' experience in the drycleaning industry includes not only the developing and engineering of drycleaning equipment, but also management of a large drycleaning chain. Thus he brings to Hopkins both the user's and the manufacturer's viewpoint, the announcement points out. Mr. Webb attended the Philadelphia Textile Institute.

## International Paper Elects

The board of directors of International Paper Company, New York, N. Y., has announced the election of William J. Murray, Jr., to the board to fill the vacancy created last May by the death of Albert H. Wiggan.

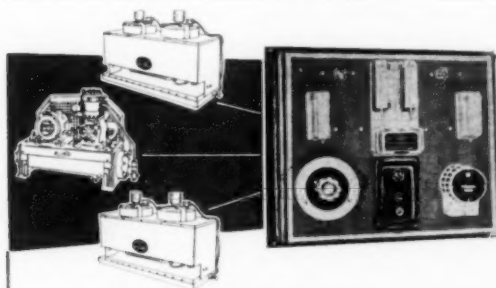
Mr. Murray, a native of Columbia, S. C., is chairman of the board of McKesson & Robbins, Inc., and a director of the Bank of Manhattan Company and General Foods Corporation.

## Street's S.S.S. Instructions

R. R. Street & Co., Inc. has announced that it now has instructive bulletins available on the use of its Strong Soap Formula 886. According to Street's, Formula 886 can be used in any plant—large or small, petroleum or chlorinated, wholesale or retail, with or without vacuum stills.

Street's Technical Bulletin #5342 describes Strong Soap Process #1, involving the use of Formula 886 in plants that customarily distill their extractings.

Bulletin #5341 describes Strong Soap Process #4. It contains complete, step-by-step directions for the use of Formula 886 in plants without vacuum



THE STORAGE VAULT  
INSTALLATION THAT GIVES YOU...

*finger-tip* CONTROL!

**YOUR FUR VAULT MAKES YOUR GREATEST PROFIT**

*without any effort on your part!*

Write us about this additional Fur Cleaning & Storage Equipment:

- Reliable "Lusterette"
- Wood-lined Fur Cleaning Drums
- Vac-U-Beater Tables
- Complete line of Fur Cleaning & Fur Storage Equipment



**Reliable FUR Storage Equipment Co.**

DIVISION OF

**RELIABLE MACHINE WORKS, Inc.**

231 EAGLE ST.

BROOKLYN 22, N. Y.

"RELIABLE'S" fool-proof Dehumidifying, Cooling, Fumigating and Ventilating Equipment assure positive humidity and temperature control and prevents moth damage in YOUR FUR VAULT. You'll sleep better knowing you have this positive protection.

## MAIL THIS COUPON NOW

Reliable Fur Storage Equipment Co. Div., 231 Eagle St., Brooklyn 22, N. Y.

( ) Please have your representative call to see us

on \_\_\_\_\_ at \_\_\_\_\_ (date) \_\_\_\_\_ (time)

( ) We are not in the market right now, but we would like to have additional information for future reference.

( ) Send us descriptive literature on your fur cleaning equipment.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

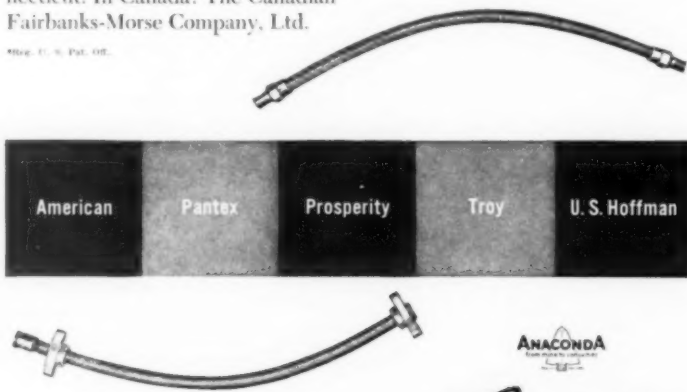
Zone \_\_\_\_\_

State \_\_\_\_\_

Laundry  
and  
Garment  
press  
makers  
install  
presstite  
9 to 1

If your machine isn't among the 90% of all laundry and dry cleaning pressing machines already equipped with Presstite\*, the most popular of all flexible metal steam connectors, ask your jobber about it now. For older-style machines use Steamtite\* connectors, specially designed for presses originally fitted with swing joints. Write for Bulletin L-173 with selection chart. The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada: The Canadian Fairbanks-Morse Company, Ltd.

\*Reg. U. S. Pat. Off.



wherever connectors must move...

**American**

**FLEXIBLE METAL HOSE AND TUBING**

stills, and also discusses the use of sweeteners in detail.

Bulletin #5343 describes Strong Soap Process #2, for plants that customarily re-use their extractings. In such installations, the fatty acid count is controlled by either distilling the solvent, if the plant has a vacuum still, or "purging" with sweetener powder, if it does not.

Bulletin #5335 describes Strong Soap Process #10. It describes in detail the use of Formula 886 in a Prosperity 6A unit.

Street's plans to release other special bulletins on the use of 886 in other specific chlorinated solvent units. In the meantime, the company advises, many chlorinated solvent operators will find that they can satisfactorily use Strong Soap Process #2 (Bulletin #5343).

Requests for these free bulletins should be made on your plant's letterhead, and sent directly to: R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill. Street's points out that, whenever possible, the plantowner should list his equipment and report whether he distills or re-uses his extractings.

#### Portable Pickup Station



A portable receptacle for drycleaning and laundry bundles has been announced for early marketing by the Nevin Manufacturing Company, Inc., Greenville, Ill. Called the "Kleenhamper," the unit is designed for use in front of plants, office and apartment buildings, factories, etc., or as an after-hour bundle drop. According to the manufacturer, it is water-, fire-, rust- and theft-proof.

The Kleenhamper comes ready to bolt to a concrete base. A "magic eye" on the front panel lights up when garments are deposited, and a trash trap is built in for protection of garments. Models with 10-inch or 14-inch doors are available.

#### Butler Synthetic Unit

Butler Manufacturing Company is reentering the synthetic drycleaning-unit field after an absence of more than 10 years, it has been announced by Burrill O. Gottry, manager of the company's Cleaners Equipment Division.

Butler's new synthetic unit, which uses perchlorethylene, will be known as the Butler Ayr-Mor. Completely automatic, it provides washing, extracting and solvent recovery in a compact space.

This new unit gives Butler a complete line of cleaners' equipment including its conventional Stoddard solvent unit, an extracting-washer, the recently introduced 140° F unit and the Butler Ayr-Mor. Butler also manufactures stills, filters and presses, and markets a complete line of finishing equipment.

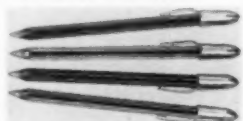
An important feature of the new Butler Ayr-Mor, Mr. Gottry points out, is the 2000-gallon Butler Scraper Filter with Air Cleanout which makes possible substantial solvent savings. "Tests in actual field experience show," he said, "that this new unit saves an average of 10 gallons of solvent with every filter cleanout."

A soap dispenser in the front of the machine makes it possible to inject soap while the machine is in operation.

The cleaning unit measures 42 by 84 inches and, with the filter and still mounted behind the cleaning unit, takes a space only 6 by 7 feet. Where floor space is at a premium, the filter and still can be installed in any convenient location.

The Ayr-Mor Machinery Company of Chicago manufactures the new unit for Butler. Complete specifications and detailed literature are available from Butler Manufacturing Company, 7400 E. 13th St., Kansas City 3E, Mo.

#### Newhouse Adds Pen



Newhouse Company, Glendale, Cal., has announced that it has taken over national distribution of the new Sunbeam Silhouette Marking Pen.

"The distinguishing feature of this marking pen," says E.

H. Newhouse, "is that it is non-refillable and 'expendable.' The unit cost is so low that you simply throw it away when the ink is used up and reach for a new one. No bother to refill—no time wasted. Each pen holds enough ink to mark thousands of garments."

The Sunbeam Silhouette is designed especially for the dry-cleaning and laundry trade. It uses a true indelible marking ink that will not wash out in wetcleaning or any drycleaning solvent, it is stated. According to Mr. Newhouse, this throw-away pen will save as much as 50 percent marking time and labor costs.

The Sunbeam Silhouette is packed in assorted colors, one dozen to the carton. Distribution will be handled through established Newhouse jobbers.

#### Vic Unit UL-Approved

The newest drycleaning unit engineered by the Vic Cleaning Machine Company, Sol-Vic Model 23, has been approved by Underwriters' Laboratories, the company has announced.

This new compact unit was designed for use with petroleum solvent. It embodies new fea-

tures in design, including a four-spring action base, which needs no special foundation. Other important improvements pointed out by the manufacturer include a larger (30 by 22 inches) cylinder, larger (1500 g.p.h.) filter, and built-in timer.

For further details of the Sol-Vic drycleaning unit, write Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

#### Storage Sales Aids

The 1952 sample book of advertising aids is now being prepared by the Certified Cold Fur Storage Association, 500 E. Third St., Kansas City, Mo. A complete campaign will be offered, including billboards, window streamers, car cards, display signs, direct-mail pieces, newspaper mats, radio scripts and other material, primarily emphasizing the importance of cold fur storage and also selling allied services such as fur cleaning, reconditioning and restyling.

This material is available only to Association members and to exclusive users of Certified cold fur storage vaults. The Association secretary, Jack A. Gregory, states that top con-

sideration is being given in the program to the problems of members on the retail level.

#### New Unipress Sleever



The Unipress Company has announced that it is going into full production on its One-Lay Sleever. It is claimed by the manufacturer that with this unit from 180 to 185 shirts can be handled per hour by one operator who can also handle other presses or automatic folding machine.

While the Unipress One-Lay Sleever is adaptable to all shirt finishing units, it is especially adapted to the use of the Uni-

press Constellation 2- or 3-girl shirt unit. When used with the 2-girl Constellation unit in conjunction with the Unipress Automatic Folding Machine, production is said to be around 96 quality shirts per hour. The One-Lay Sleever is also adapted to use with two Unipress 2-girl, 3-press shirt units.

The production unit of the Unipress One-Lay Sleever incorporates an automatic sleeve-clamp release and hydraulically operated remote timing control. No electrical connections are necessary.

For additional information on the Unipress One-Lay Sleever and layouts incorporating the One-Lay Sleever, write Unipress Company, 2800 Lyndale Ave. S., Minneapolis, Minn.

#### New Rug Product

A new rug cleaner called Rug Sheen, "The Energetic Synthetic," has been introduced by Lewis National Corporation, Boston, Mass., after nine months of field testing.

According to the announcement, the new cleaner quickly dissolves grease and oil, while dirt and soil are wetted out and brought to the surface of the close-knit lather, where it can

## Drycleaners! Spotters!

## Win CASH PRIZES with this SOLVINK contest!



Just tell us, in 100 words or less, "Why I like Solvink."

- |                                    |         |
|------------------------------------|---------|
| 1st prize for the best letter..... | \$50.00 |
| 2nd prize for the best letter..... | \$15.00 |
| 3rd prize for the best letter..... | \$10.00 |

This contest is limited only to members of the laundry and drycleaning industry, so your chances are 10,000 times better than in a regular public contest.

Here's all you do to win one of the big prizes offered in the Solvink contest. Simply write, in 100 words or less, "Why I like Solvink." Attach your letter to one Solvink label, and mail with your name and address to: Greenville Chemical Company, Dept. C-1, Box 1087, Greenville, South Carolina. Neatness and originality do not count in this contest. Entries will be judged only on sincerity.

Send your entry NOW to:

# GREENVILLE CHEMICAL COMPANY

Dept. C-1

Box 1087

Greenville, South Carolina

Mfgs. of SOLVINK - TANSOL - GREENZYME - IODAZE - SIZ-IN

CONTEST DOES NOT APPLY IN STATES PROHIBITING PROGRAMS OF THIS TYPE.

*For foolproof, proven efficiency. . .  
plus tremendous economies. . . there  
is no substitute for* **PRE-MARKED  
STRIP-TAGS**

*Also, the new  
20 SPECIAL  
INSTRUCTION TAGS  
in 6 bright colors,  
a color for each  
department. Let  
TOKEN TAGS  
show you how  
to do it right  
the first time!*

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- \* Eliminates transposed numbers . . . . . claims!
- \* Clear Bold Numbers . . . No eye strain!
- \* Ink damage impossible - Throw your ink away!
- \* Tear them off - staple them on . . . it's that easy!

**10-BRIGHT COLORS:** numbers 1 to 30 in each color  
300 color number combinations

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*- for best results, use both tags together!*

be easily removed. It also dissolves soap film left by previous washes, it is stated, and is formulated to eliminate fringe burns when forced drying is used.

The company also claims that Rug Sheen is very free rinsing, or the rug need not be rinsed at all because suds containing dirt and soil can be removed by vacuum without possibility of a sticky residue. It is further claimed that the product is a blend of synthetic actives which are chemically 100 percent stable, so that there is no rancidity or after odors.

Recommended strength of the product, which is a concentrated liquid, is one quart of Rug Sheen to 50 gallons of water. It is said to be equally effective with rotary brushes or machine cleaners.

#### Hoffman Contest Survey

A nationwide survey of plantowners, to discover today's reasons for purchase of new equipment, has been launched by the U. S. Hoffman Machinery Corporation.

The survey has been set up in the form of a prize contest in which customers are invited to write a letter giving their

reasons for investing in new plant equipment at this time. First prize for the best letter is a 1952 Cadillac automobile. Second and third prizes are a 1952 model Oldsmobile and Chevrolet.

According to the Hoffman announcement, the contest survey represents a continuation of marketing studies undertaken first in 1946, during the post-World War II reconversion period. Information collected at that time was beneficial to both plantowners and the Hoffman organization, the announcement states, since it led to the development of new sizes and types of equipment to meet the operators' requirements. Also, it contributed to improved planning and production of equipment.

To obtain a broader cross-section of plantowner opinion, it was decided to conduct the new Hoffman survey on a contest basis.

Previous studies made by the company indicated customer preference for Hoffman pressing machines in 92 percent of the cases polled and, for dry-cleaning equipment, in 85 percent of the cases, it is claimed. Plotting these "preference" percentages against actual sales

performance of 80 percent for pressing machines and 71 percent for drycleaning equipment brought about additional sales and service procedures for the benefit of plantowners.

All Hoffman representatives are prepared to assist with details on how to participate in the contest. Generally, the requirements are that the con-

testant must be the purchaser of new Hoffman equipment ordered in the period from September 1, 1951, to March 31, 1952. Further, he should write a letter, of any length, giving the reasons for his purchase, and address it to "Here's Why" Contest, c/o U. S. Hoffman Machinery Corporation, 105 Fourth Ave., New York 3, N. Y.

#### Presentation of 25-Year Service Award



SERVICE PIN for 25 years with Davies-Young Soap Company of Dayton, Ohio, is presented to "Buckeye Joe" Whalen (left) by John R. Young. In his quarter century of service Mr. Whalen has traveled 750,000 miles helping drycleaners of northern Illinois and Wisconsin solve problems in their plants.

## Wilson Appointments



JERRY DeLORME



DAN HICKEY

A. L. Wilson Chemical Co., Kearny, N. J., has announced the appointment of Jerry DeLorme and Dan Hickey, former field representatives of the company, as territorial managers. Mr. DeLorme will supervise sales and service operations of the company's field staff in the Eastern states, while Mr. Hickey will have charge of field representatives in the Central and Western states.

In announcing the appointments, Wilson head John G. Schwarzmatt stated that the appointments have been made in line with an expanded contact and service program. Previously, sales and service functions of the company had been supervised nationally by John A. McCarthy, who has left the company to accept employment not requiring extensive travel.

### Johns-Manville Appointment

The appointment of C. J. O'Neil to the newly created post of merchandise manager for the Johns-Manville Celite (diatomaceous silica) Division has been announced by Arthur Elsenbust, vice president, Johns-

Manville Corporation, and general manager of the Celite Division.

Mr. O'Neil's new post was created to extend distribution of the company's Celite fillers and filter aids produced at the company's diatomite mine and plant in Lompoc, California, so as to fill shortages created by unusually heavy industrial requirements.

Mr. O'Neil joined Johns-Manville in 1928 as a sales engineer for the Celite Division in New York City. Since 1930 he has been responsible for developing new merchandising plans to guide and promote the sale of diatomite products and to advise the general manager on all sales questions concerning this commodity. In 1942 he was appointed staff manager for Celite fillers.

Born in Hudson, Massachusetts, Mr. O'Neil was graduated from the Worcester Polytechnic Institute with a B.S. degree in chemistry. He is a veteran of World War I, a member of the American Chemical Society and the American Legion.

### Booklet on Monarch Process

A four-page booklet that describes the newly designed Monarch synthetic drycleaning process is now available from Detrex Corporation, Box 501, Detroit 32, Mich. It explains "divided operation," the Detrex method which is claimed to double drycleaning capacity.

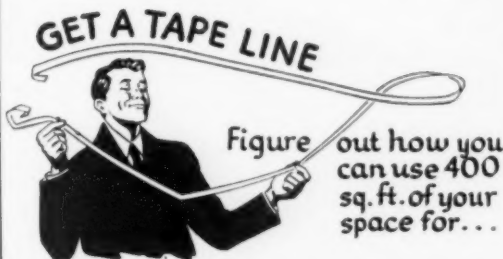
The Monarch process is described as fully automatic. The equipment has a capacity, including soap runs, of 120 pounds of clean clothes an hour. It features flexibility as to operating cycles as well as arrangement of components. In addition to either left or right-hand operation, the filter assembly may be located away from the machine proper.

It is claimed that the Synth-O-Saver, solvent recovery unit which is used in the process, recovers well over 90 percent of the solvent left in the clothes after extraction.

### Adding Machine Sales Expansion

Adding machines will be sold by The National Cash Register Company, Dayton, Ohio, for the first time on a nationwide basis, it has been announced by Stanley C. Allyn, president. Certain restrictions have been removed, making possible new and expanded sales and service facilities for National adding machines in approximately 150 of the 213

# TURN SMALL SPACE INTO PROFIT



## STORING FURS AND WOOLENS

Hundreds of small plant operators find unusual profit from small space and small capital investment. For example: In a space 20' x 20' x 7½' you can safely store enough fur coats and woollen garments to bring in over \$3,000 per season in storage alone. You can outfit a storage space like this for as little as \$1245.00, including a HAERTEL STORAGE MASTER.

Don't wait longer to get into the storage business. Remember that The Haertel Company will be glad to arrange convenient terms. Haertel engineering know-how is available from the start, and thereafter, whenever you need help. Write today for all the facts!

**WALTER HAERTEL COMPANY 2440 FOURTH AVE. S., MINNEAPOLIS, MINN.**

Without obligation to us, please send preliminary layout with equipment recommendations for a contemplated vault . . . . . feet long, . . . . . feet wide, . . . . . feet high.

Firm Name . . . . .

Address . . . . .

City . . . . . Zone . . . . . State . . . . .



I'll  
stick  
to  
**DAILY  
DELIVERY  
TAGS...**

because they just snap on and stay put till delivery time... and no snags, either. A one-piece fastener that simplifies marking systems. Your jobber stocks them in ten colors—either wet-strength fibre or cloth. Write for samples or check with your jobber. You'll stick to Daily Delivery Tags too, because they suit your business better.

**DAILY  
DELIVERY TAGS**  
**Pittsburgh**

1112 GALVESTON AVENUE  
PITTSBURGH 12, PA.

**TAG  
COMPANY**



branch offices operated by the company in this country.

The company, which has been making business machines for over 67 years, in 1943 purchased the Allen-Wales Adding Machine Corporation, Ithaca, N. Y. Under the terms of this purchase, NCR branch offices could distribute the adding machines only in certain territories.

A year ago the name of the adding machines was changed from Allen-Wales to National and at the same time new and improved models were introduced. Most of the former Allen-Wales dealers continued as dealers for the National machines. Manufacturing facilities were and will be retained in Ithaca. Additional dealers will be appointed in those cities where there are no NCR branch office headquarters.

comes equipped with a non-breakable thermometer for periodic checks on the temperature of the digesting solution.

#### New Quarters for Cook



JOHN M. COOK

In line with its expansion program, Cook Machinery Sales Company has announced its move to new quarters at 4122 Commerce St., Dallas, Texas. With factory, warehouse and general offices under one roof, facilities and floor space will be greatly enlarged. John M. Cook, head of the firm, points out that this is the fifth time the company has moved since its establishment, each time to larger premises to meet the demands of increasing business.

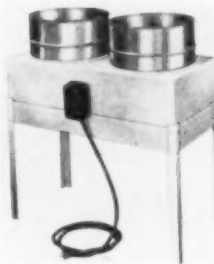
Mr. Cook is an innovator in the field, having designed and built the first "twin" washer as well as the first 25- and 50-pound open-end washers, the Cook Washettes. In announcing the latest move, he restated his policy of constant field-testing of Cook equipment as part of the company's continuing search for design improvements.

#### Pennsalt Reorganizes Sales

The Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., has completed steps in a new organization of its sales division, it has been announced by William P. Drake, vice president in charge of sales. The new organization is designed to consolidate sales administration while retaining specialization, and at the same time provides more emphasis on planning for current and future sales activities, Mr. Drake said.

The line organization of the sales division is headed by Russell S. Roeller as general sales manager. Reporting to him are Albert H. Clem as field sales manager, Edwin S. Garverich as manager of technical service, and the eight department sales managers. Mr. Clem will be re-

#### Dy-Gester Table



The Dy-Gester Table with temperature control, developed over five years ago for its own use by Al Tash Dye Works, Grand Prairie, Tex., is now available for use in the drycleaning plant. According to the manufacturer, enzymes are destroyed at temperatures exceeding 130 degrees F. and enzyme activity is seriously retarded at temperatures below 100 degrees F. The Dy-Gester Table controls the temperature of the enzymes within one degree plus or minus of any setting on the thermostat controls.

The Dy-Gester Table has two 9-gallon stainless steel vats inserted into a square vat of water which is electrically heated and kept at a constant temperature by the thermostat controls. Since the digester bath in the vats always remains at the set temperature, the same solution can be used throughout an entire working day, it is stated.

Other advantages claimed for the unit are that it gives the proper working height, eliminates stooping over, lifting crocks and heating with live steam. The Dy-Gester Table

sponsible for all district sales offices.

The planning organization for the sales division is headed by Arthur G. Tunstall, Jr., as manager of marketing. Reporting to him are Paul C. Hurley, manager of sales promotion; Franklin A. Lucard, heading the new department of sales development, and Malcolm J. Harkins in the new position of manager of sales control.

In line with the new organization, Mr. Drake also announced several changes in the managements of sales departments. George D. Grogan was named sales manager for industrial chemicals. Joseph J. Duffy, Jr., was named sales manager of the new Fos Products and Industrial Cleaners Department, formed by consolidating the former Fos Products Department and Special Chemicals Department.

Robert R. Pierce was appointed sales manager of the newly formed Corrosion Engineering Products Department. Edward M. Wilson was appointed manager of the Government Sales Department.

Retaining their present positions under the new organization are J. Stanley Hall, manager of the Laundry and Dry Cleaning Department; S. H. Crouse, manager of the Food Industry (B-K) Department; H. A. Fletcher, manager of the Household Products Department; Arthur F. Bixby, manager of the Agricultural Chemicals Department, and H. F. McIntyre, manager of the Maintenance Chemicals Department.

Earlier this year Pennsalt consolidated all its district sales offices and set up several new ones. In these offices all salesmen, while remaining as specialists in their various fields, will report to the district sales manager.

#### New Continental Boiler

According to the Boiler Engineering and Supply Company, the dominant feature of its new "Continental" Packaged Steam Generator is simplicity in design and construction. The boiler is described as fully automatic, self-contained, easy to install and economical to maintain. Front and back can be opened in 15 to 20 minutes, providing ready access for interior cleaning and servicing.

The new generator is available for use with heavy oil, light oil, gas or a combination, and in sizes from 10 to 500 hp., for 15 to 200 lbs. operating pressures. It is an improved 2-pass version of the Scotch ma-

rine-type boiler, with efficiency guaranteed by the manufacturer to be at least 80 percent, with steam moisture content under one percent. A dry pipe in the boiler removes condensate from the steam to keep the moisture content low.

The Continental is equipped with the latest in automatic controls, the manufacturer states, as well as other economy features to minimize operating costs.

Additional information can be obtained by writing to the Boiler Engineering and Supply Company, Phoenixville, Pa.

#### Haertel Appoints Wheaton



DAVID H. WHEATON

The Walter Haertel Company, Minneapolis, Minn., has announced the appointment of David H. Wheaton as sales manager of storage and fur processing equipment. He will be responsible for the sale of products applicable to the dry-cleaning, laundry and retail and wholesale fur fields.

Mr. Wheaton received his education at the Universities of Minnesota, Pittsburgh and Harvard. He served in the Air Force during World War II as an adjutant and as a squadron commanding officer. He joined the Walter Haertel Company from the Nash-Kelvinator Corporation where he gained extensive experience in advertising, sales promotion and sales.

#### Bulletin on Controllers

A new bulletin, #1320, on Tag self-operated temperature and pressure controllers is now available from Tagliabue Instruments Division, Weston Electrical Instrument Corporation, Dept. 67, 614 Frelinghuysen Ave., Newark 5, N. J.

Designed for accurate temperature regulation, Tag temperature controllers have a wide variety of applications including use on hot-water storage heat-

## Faster THAN A JET

# This Stainless Steel SPOTTING NOSE Provides Extra, Stand-by Spotting Board at Low Cost

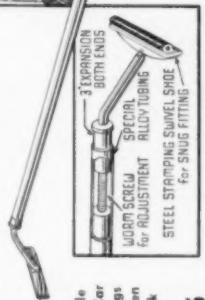


**Spotting Nose** All stainless steel with 2" board and chemical tray, 35 shown, 54" overall ..... **\$42.00**  
Without board ..... \$32.75  
New type Steam Chamber with foot pedal and hose (without gun) ..... \$35.25  
Standard Gun with 2 1/2" ..... \$ 6.45  
New Economy Gun with Jet Tip ..... \$ 9.00  
New Deluxe Gun with Jet Tip and brush ..... \$ 9.45  
New Jet Tip for Standard Gun ..... .75



#### EXPANSION CAR RACK

Unlike any car rack you have ever seen.



Length Adjustable To Any Car No Springs To Weaken Or Break Only **\$6.95**

If your jobber cannot supply you, write us direct

**NEWHOUSE COMPANY • 1247 E. Colorado Blvd., Glendale 5, Calif.**

The new postal regulations do not prevent our making all shipments Parcel Post through our warehouse.

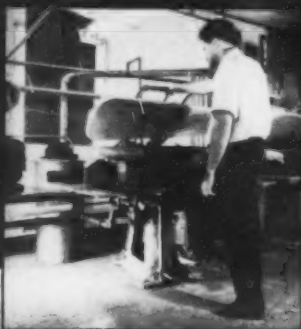


The New Economy Gun with Special Jet Tip—breaks up moisture—gives air-fine spray—makes feathering out fast and easy—speeds up spotting work. With interchangeable 5/16" center hole brush. **\$5.00**  
..... \$6.50



New Deluxe Steam Spotting Gun Complete with Jet Tip and 1/2" Center hole Brush. **\$7.45**

## CUT PRESSING TIME 15% to 25%!



Model #8 Dryset shown serves up to 6 presses. Other units serve up to 250 presses.

## With **BILLMYRE DRYSET**

**Gives you more and better production at lower cost because . . .**

### **Dries garments faster**

Dryset draws a powerful current of dry air through the garment at high velocity. Dries it almost instantly! Result, 15% to 25% saving in pressing time.

### **Improves quality of work**

Dryset's air vacuum leaves the garment dry, smooth and set. Because there's no moisture, garments are better pressed . . . have harder creases . . . retain their shape longer.

### **Slashes fuel bills**

Dryset uses no steam — saves 25% to 50% of boiler steam required for old style steam jet systems.

**DRYSET pays for itself within a few months!**



Typical installation of a Model #8 Dryset

Whether you have 2 or 250 presses, a Billmyre Dryset can be easily installed. For big savings, mail this coupon today.

**LAMSON CORPORATION**  
459 Lamson St., Syracuse 1, N. Y.

Please send me your DRYSET Bulletins — free of charge. I have (or shall have) \_\_\_\_\_ pressing machines.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

ers. Control ranges vary from as low as 20° to 60° F. to as high as 255° to 300° F. The steam, air, water or other medium under control furnishes the motive force.

### **Anti-Static Compounds**

Two new Merix Anti-Static Compounds, #79 and #79-OL, have been introduced by Merix Chemical Company, Chicago. It is claimed that surfaces treated with these compounds become static-free and no longer attract lint and dust.

The #79 is used principally on smooth surfaces where it is wiped, sprayed or brushed on. The #79-OL is primarily used on textiles and plastic fabrics, often compounded at various manufacturing stages but sometimes wiped on to finished products, such as auto seat covers, or sprayed on, as on carpets or rugs.

Both compounds are said to be nonflammable, fairly fast drying and practically invisible when dried.

### **Halm Joins 25-Year Club**



GEORGE M. HALM

The eighth member to join the 25-Year Club now on active duty at Carman & Company, Chicago, is George M. Halm. During his 25 years of devoted service, Mr. Halm has been serving drycleaners and laundry owners in Michigan, Indiana and part of Illinois.

On December 15 Mr. Halm was guest of honor at a dinner attended by his company associates and allied tradesmen.

### **Herman Appoints Cox**

In line with its policy of expanding promotional services the Herman Body Co., St. Louis, Mo., has appointed Ray W. Cox advertising and sales promotion manager. Mr. Cox brings to the firm a wide experience. He is a graduate of Washington University School of Journalism and for the past

five years was advertising manager of Metal Goods Corporation, St. Louis.

Mr. Cox's appointment, the announcement states, gives Herman Body Company an additional avenue for meeting the requirements of the drycleaning industry.

### **Hammond Goes Mexican**



**TWO-GUN** William S. Hammond, president of Hammond Laundry and Cleaning Company, Waco, Texas, changed usual Western regalia for Charro outfit to take part in Charro Days in San Antonio and Mexico City. "Charros" are gaily attired Mexican gentlemen riders. Senor Hammond will ride in San Jacinto celebration in April.

### **York-Shipley Manual**

A complete architects' and engineers' manual on packaged steam generators has been issued by the Industrial Division of York-Shipley, Inc. This 208-page Steam-Pak architects' manual contains all the data required for laying out and writing specifications for boiler installations for applications requiring high-pressure steam, low-pressure steam or hot water.

The manual, enclosed in a leatherette binder, contains complete specifications of the Steam-Pak line ranging in size from 15 to 250 hp. Each Steam-Pak model can be fired with light oil, heavy fuel oil, gas, or a combination of gas and oil.

Diagrams are given of the piping requirements and connection sizes of each capacity steam generator. Also included are electrical wiring diagrams and Steam-Pak output charts.

A limited number of the new Steam-Pak architects' manual are available on letterhead requests to York-Shipley, Inc., York 4, Pa.

### **Seneca Moves**

Removal to new and larger quarters at 1227 Maple St., Rochester 11, N. Y., has been

announced by Seneca Dyers. The wholesale dyehouse was started in 1940 by Frank A. Stuewe, who previously had been head of the dyeing department at Staub and Son, Inc., well-known Rochester drycleaning firm. In 1945 Mr. Stuewe was joined in the business by his two sons, Paul B. and William C., upon their discharge from service.

#### Lewis National Promotions



HAROLD S. LEWIS



VINCENT GRAHAM

Harold S. Lewis has been appointed sales manager of Lewis National Corp., Boston, Mass., according to an announcement by Harold F. Lewis, president. The younger Mr. Lewis joined his father's organization in 1946, beginning work at the order desk. Later he covered the Greater Boston area and was eventually put in charge of machinery sales where he has made an outstanding record during the past two years.

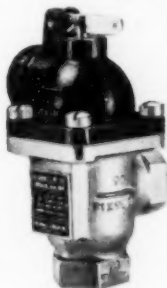
Mr. Lewis is a graduate of Thayer Academy and the University of Massachusetts, and served 3½ years in the Navy in the Pacific during World War II.

Vincent Graham, who succeeds Mr. Lewis as head of machinery sales, came to the company in 1943 after 15 years as

purchasing agent for Pilgrim Laundry of Boston. He also started on the order desk and later covered various territories for sales and service.

#### Temperature Relief Valve

A new temperature relief valve of the automatic reseating type, designed to prevent excessive water temperatures in hot-water tanks and heaters, has been announced by McDonnell & Miller, Inc. Identified as the McDonnell No. 201, it has been



No. 201

tested, rated and listed by the American Gas Association for heat input up to 1,200,000 B.t.u. per hour.

This new McDonnell No. 201 is suitable for operating pressures up to 125 lbs. All three connections—for inlet, drain and flow to fixtures—are ½-inch tappings.

Complete engineering information and installation recommendations can be obtained by writing to McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

#### Leadbetter Promoted



W. E. LEADBETTER

J. R. Morris, president of Virginia-Carolina Laundry Supply Corporation, Richmond, Va., has announced the appoint-

## Sales Promotion Tips

### ... For BERLOU Mothproofing Dealers

"To sell 'em, you have to tell 'em!"

It does no good to offer a profit-making service like Berlou 5 Year-Guaranteed Mothproofing Service, unless you let the prospective customer know—repeatedly—that you have something he wants.

No one is easier to approach, and no one is a better sales prospect than your regular customer. He trusts you, that's why he brings his valuable garments to your shop for cleaning. He has confidence in you and your judgment, and will listen to you when you tell him of Berlou Mothproofing and its 5-year guarantee.

#### USE DISPLAYS, SIGNS, DECALS

One of the best ways we know of keeping Berlou Mothproofing Service in the "mind's eye" of your customers is to use counter signs and displays, window streamers, and decals.

Take the handy, neat appearing decals which Berlou provides dealers. Here is an eye-catching emblem which will look neat on the door of your delivery truck, or on the glass of your front door or window. This 9½ x 15 inch decal in blue and yellow keeps the Berlou name before your customer, even though he may not realize it. It will remind him of the attractive ads he has seen in such national magazines as WOMAN'S HOME COMPANION, BETTER HOMES & GARDENS, and LADIES HOME JOURNAL. And it will also tell him again that your shop is the one in your town which has been advertising Berlou Mothproofing Service in the local newspaper and on the radio.

Since 1930, Americans have been using and re-using Berlou Guaranteed Mothproofing, and have made it the most sought after mothproofing in the nation. Remember, more dealers like yourself offer Berlou Mothproofing Service than any other service of this type.

If you have neglected to obtain decals, now is the time to get some and prepare for a big business this spring. We recommend that you also use the attractive window and counter signs which we provide at cost. Lay the groundwork now for big sales later. You'll be glad you did—because Berlou Guaranteed Mothproofing Service is the biggest profit item you can offer in your shop.

For more information on decals, window cards, counter signs and other attractive sales aids offered by Berlou, just write to:

## The BERLOU COMPANY

35 Blaine Ave.

Marion, Ohio

In Canada: The Berlou Co., (Ltd.) London, Ontario

**Note:** If you are not already a Berlou dealer, write for details of Berlou's Profit Builder Plan today, and learn how you too can increase your net profit from \$1000 to \$5000 in a single year.

**Stauffer**  
CHEMICALS  
SINCE 1885

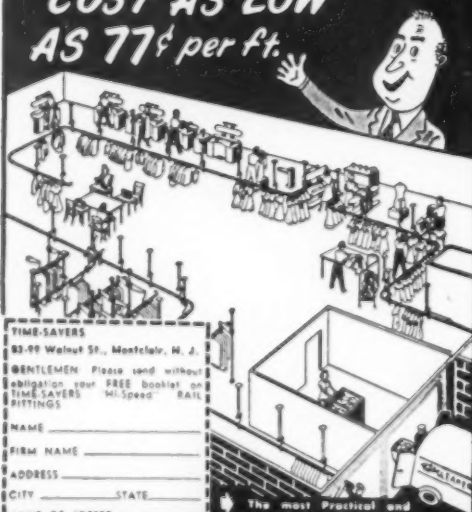
**CARBON  
TETRACHLORIDE**  
99.99% Pure  
**ZOL**

Specialty Carbon Tetrachloride  
Base Drycleaning Mixture

**STAUFFER CHEMICAL COMPANY**  
420 Lexington Avenue... New York 17, N. Y.  
221 North LaSalle Street... Chicago 1, Illinois  
824 Wilshire Boulevard... Los Angeles 14, Calif.  
636 California Street... San Francisco 8, Calif.  
424 Ohio Building... Akron 8, Ohio

Apopka, Fla. • No. Portland, Ore.  
Houston 2, Tex. • Weslaco, Tex.

**TIME SAVERS' "HI-SPEED" RAIL FITTINGS**  
**COST AS LOW**  
**AS 77¢ per ft.**



**TIME SAVERS**  
83-99 Walnut St., Montclair, N. J.  
GENTLEMEN: Please send without obligation your FREE booklet on TIME SAVERS' "Hi-Speed" RAIL FITTINGS

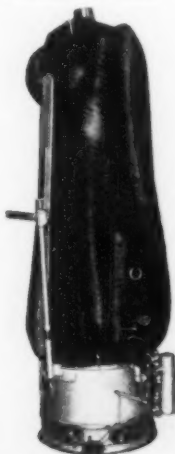
NAME \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_  
NAME OF JOBBER \_\_\_\_\_

**TIME SAVING\$**  
83-99 Walnut St. • Montclair, N. J.

ment of W. E. "Bill" Leadbetter as general sales manager.

Mr. Leadbetter has had 11 years' experience in the laundry and drycleaning supply industry. He joined Virginia-Carolina in 1941 as a salesman, later became a supervisor, and in 1946 was made sales manager of the equipment division.

#### Paris Economy Model



A lower priced companion to the Paris Master Finisher has been introduced by Garment

Finishing Equipment Corporation, Cambridge, Mass. In the new Economy Model the important steaming function, fan, motor and form are identical with those in the Paris Master, the company states. The differences are that the shoulder size is not completely adjustable and the form does not revolve.

According to Frank A. Weller, president of the company, the Economy Model incorporates the special Paris controlled-pressure feature. This he states, produces fast and easy operation with the minimum touch-ups and the maximum pass-ups.

#### O & W Compound Described

A four-page, pocket-size bulletin recently issued by Diamond Alkali Company describes "Diamond O & W Compound," designed for safely and quickly washing overalls, coveralls, shop aprons, uniforms, towels, wiping cloths, and similarly soiled work. Properties of this specialized detergent are reviewed, its eight major advantages summarized, and specific directions for its use outlined.

Free copies of the folder are available on request to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

### PEOPLE AND PLACES



#### NORTH CENTRAL

**Brouhard Drive-In Cleaners, E.** Main St., Brownsburg, Ind., has been sold by Harry Brouhard to Bob Starbuck.

**Bright Cleaners** has moved to a new location at 222 S. Main St., Naperville, Ill.

**Re-Nu Cleaners, Portageville, Mo.**, has been purchased by Mr. and Mrs. Alfred Newcomb from Mr. and Mrs. Harry Clay.

**Odum's Dry Cleaners** has been opened by Paul R. Odum at Adams and E. Seventh St., Johnson City, Ill.

**Whitefish Bay (Wis.) Tailoring Co.**, 419 W. Silver Spring Drive,

has opened a cleaning establishment under the management of Joe Gallick.

**Perkovic Brothers, Evanston, Ill.**, has started construction of a new cleaning plant at 135 Green Bay Road, Wilmette.

**Mr. and Mrs. C. L. Williams** have purchased Woods Cleaners, 216 S. Main St., Kennett, Mo.

**Swan Cleaners, Columbus, Ohio**, operated by Andre Gelpi, has added a shirt-laundry service. The new Swan Cleaner Service Laundry at 846 Scott St. will be managed by the former laundry-owner, Stan Friedman.



The 25th anniversary of Davis Cleaners, E. Carroll St., Macomb, Ill., was recently celebrated by Jake R. Davis.

Hardin (Mo.) Cleaners has been sold by Jimmy George to Mr. and Mrs. Charles L. Howard, Jr.

Bess Cleaners has moved to a new plant at 1316 Broadway, Highland, Ill. Owner Rex Bess has also installed new equipment.

Bill Bassak has added new pressing equipment to his dry-cleaning establishment at Republic, Mo.

John Kurth has sold the Kurth Cleaning Establishment, Bellevue, Iowa, to Henry Beeler, who has changed the name to Beeler's Dry Cleaning.

Daily Cleaners has opened a cleaning establishment in Pleasant Hill, Ill., it was announced by manager Cecil Farnbach.

The plant of Vanity Cleaners, Pacific, Mo., was badly damaged by a fire of undetermined origin, possibly caused by a short circuit.

Owner Max Rubenstein recently celebrated the opening of Shoreline Cleaners, 6163 Lincoln, Skokie, Ill., in the Lincoln Village shopping center. The firm also operates the Damen and Rogers cleaning plant in Chicago.

Crocker (Mo.) Cleaners has been opened by H. F. Strutton.

Orchid Cleaners has opened a new store at 677 Lee St., Des Plaines, Ill.

Christian's Dry Cleaning plant, Adrian, Minn., which was destroyed by fire last fall, has been reopened. A cleaning-room addition and new front have been built, and new equipment installed by the owners, Mr. and Mrs. Lloyd Christian.

Miss Vernal Schulz is the new owner of Kleen Cleaners, 5510 S. Fairfield, Chicago, Ill.

Russell Murdock has sold the Murdock Dry Cleaning establishment, 21st St. and Columbus Ave., Anderson, Ind., to Walter Keller.

Neighborhood Cleaners has been opened at 18663 Dixie, Homewood, Ill., by Joseph Meir, who also operates cleaning businesses in Riverdale and Roseland.

Maurice Cohen, co-owner of One-Hour Martinizing Cleaners,

100 W. Fifth St., Dayton, Ohio, has announced that units will be opened at 44 W. Third St. and at 22 E. Fourth St.

Shawnee (Ill.) Cleaners has been leased by Henry Orman from Mr. and Mrs. Thomas J. Boczkiewicz, who have taken over the Galitia (Ill.) Cleaners formerly operated by Philip Boczkiewicz.

Parkins' Cleaning Shop has been opened by Mr. and Mrs. W. S. Parkins at 408 E. Spring St., Boonville, Mo.

Mr. and Mrs. Bob Bacon, former owners of New American Cleaners, Dupont, Ill., which they sold two years ago to Mr. and Mrs. Bill Van Pelt, have resumed operation of the plant.

Ziker Cleaners, South Bend, Ind., headed by Joseph Ziker, has installed a cleaning and shirt laundering service in conjunction with the Washington Shoe Repair Shop, 116 W. Washington Ave., managed by Lloyd W. Hotte. The cleaning-laundry service will be managed by Mrs. Ruth Long.

Clifford Cleaners, 725 E. 75th St., Chicago, Ill., has been taken over by B. L. Mitzer, a veteran, and Robert Shapiro.

August Wachel has been granted a permit to build a second-story addition to his cleaning plant at Kaukauna, Wis.

The Daily Cleaner and Dainty Dress Shop, Pittsfield, Ill., has been sold by Mr. and Mrs. James Clark to Mr. and Mrs. Earl McKenna.

Cosendai Cleaners, 3343 Ruckle, Saginaw, Mich., has been sold by Emmett Robinson to Ocle Riddle, manager of the business for the past five years.

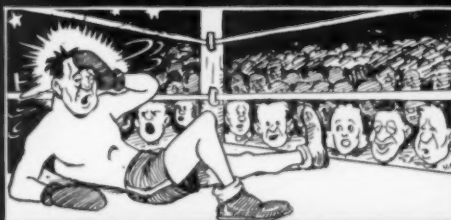
Jud and Austin Platz, owners of Town & Country Cleaners, have purchased Finch Cleaners, Inc., Chagrin Falls, Ohio, from George Stallings. The Platz brothers, who also operate Town & Country Cleaners in Euclid, have installed new equipment.

B & R Cleaners, Hanna City, Ill., has been leased by Robert Maher to Mr. and Mrs. William Tucker and Mr. and Mrs. Lee Collins.

A new front has been installed on the building of Crist Cleaners on S. Main St., Fairmont, Ind.

Style-Tex Dry Cleaning, 16 S. State St., Painesville, Ohio, has been sold by L. W. Barry and

## KNOCK OUT CLEANING TROUBLES WITH ...



## SOL-CLAR & BEAU-CLEAN

FILTER & CLARIFYING POWDER DRY CLEANING SOAP

... they Give Perfect Results  
The advisability of using SOL-CLAR and BEAU-CLEAN has been proved in hundreds of plants all over America. SOL-CLAR and BEAU-CLEAN are a sure-fire combination that eliminate cleaning trouble, insure satisfied customers.



Ask Your Jobber  
or write

**MURPHY  
SALES CO.**

P. O. Box 153  
St. Simons Island, Ga.



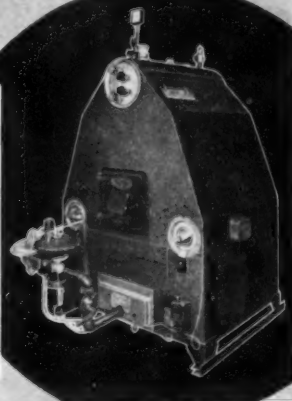
## Steematic

VERTICAL  
WATER TUBE  
BOILER

Write For  
Catalog

Fast Steaming  
Refractory Baffles Retain Practically All Heat Units From Fuel

Completely Insulated  
Fully Automatic  
Equally Efficient With Stoker, Oil or Gas Burner



**KISCO BOILER & ENGINEERING CO.**  
2414 DEKALB ST., ST. LOUIS 4, MO.

# WHERE VIKING PUMPS LEAD ... OTHERS FOLLOW!



VIKING PUMP ORIGINAL  
GEAR-WITHIN-A-GEAR  
PRINCIPLE



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Catalog in  
SWEETS

**Viking** PUMP COMPANY  
Cedar Falls, Iowa

Viking—the original “gear within a gear” pump is the most copied of all rotary pumps. Feature after feature, improvement after improvement FIRST appearing in VIKING pumps is copied by many manufacturers.

When you need pumps, specify “gear within a gear” Viking to be sure the pump is built for your job.

Fast, positive self-priming of all Viking pumps in the complete range of sizes, 1/2 to 1050 gpm, assures you of dependable pumping of either light or heavy liquids in the size and style needed.

Ask for descriptive bulletin 805Q today.

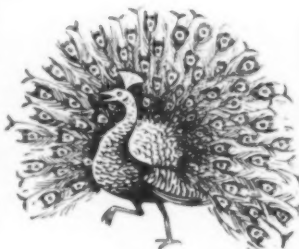


**Coo! Coo!...  
Coo! Coo-o-o!**

“Oh, I use Substitutes”

**Ho! Ho!**

“I’m proud and smart. I use no substitutes. Only Warco’s Genuine original 10 Minit and All Coler Bleach, and other approved Warco products.”



**LABORATORIES**

1636-40 West Vernon Ave., Los Angeles 37, Calif., Dept. N  
Wm. A. Ramsey

Charles A. Bell to Sistine Valocchi, a veteran.

Richmond (Mo.) Cleaners has been opened on S. Camden St., under the management of Charles Dykes.

Ralph Hess, owner of Star Cleaners, Nevada, Mo., has installed a new cleaning unit.

Kennedy Cleaners, Mooresville, Ind., has been taken over by Mrs. Myrtle Asher.



Thrift-D-Lux Cleaners has opened its 81st store, located at 601 W. Manchester Blvd., Inglewood, Cal.

New finishing equipment has been installed by owner A. C. Stoner at Johnstown (Colo.) Cleaners.

Master Cleaners has been opened by Floyd Conover, a Navy veteran, and Mrs. Conover in the Heim Building, St. Marys, Kans.

A. B. Hitt, who recently purchased Superior Cleaners, Mineral Wells, Tex., has announced that G. W. Smith has purchased an interest in the business.

Orchid Cleaners has been opened at 2411 Lincoln Ave., Altadena, Cal., by Mr. and Mrs. Harry Karadzian.

Hal Leonard and Dr. Frank James have resumed operation of Galena (Kans.) Cleaners, which had been under lease for a year.

College Cleaners has been opened by O. V. King and Howard Johnson at College Ave. and Eighth St., Tempe, Ariz.

New Tunnel Cleaners has been opened on Broadway, San Francisco, Cal.

The new plant of Globe Cleaners and Dyers has been opened at 1373 W. Alameda, Denver, Colo. Mrs. J. F. Gimsick announced the introduction of a new laundry service.

J. B. Dowd has opened Boulevard Cleaners at Boulevard Plaza, Wichita, Kans., under management of Paul Walker. Mr. Dowd also owns Band Box Cleaners, 438 N. Hillside; Standard Cleaners and Dyers, 412 E. Ninth; University Cleaners, 1405 N. Hillside, and Parkview Cleaners, 3932 E. 13th, all in Wichita.

Moderne Cleaning plant, 2525 Alum Rock Ave., San Jose, Cal.,

has been sold by Stan Carrera and Joe Lacerda to Mary Crone and her daughter, Kay Taylor.

DeLuxe Cleaners, S. Main, Ulysses, Kans., has been bought by Mr. and Mrs. Chester Garrett from Max McCollm, who expected a call to military service.

Mr. and Mrs. F. G. Adcock have announced plans to remove their cleaning plant from Eastland, Tex., to Midland.

Bib & Tucker Cleaners, Fillmore, Cal., will move to remodeled quarters on Central Ave., owner Harlan Snyder has announced.

Eubanks Cleaners, Las Cruces, N. M., has installed drycleaning equipment at its post location. Owned by the C. E. Eubanks cleaners, the plant is managed by R. F. Eubanks.

Vogue Cleaners, 9320 Long Beach Blvd., South Gate, Cal., has been purchased by Mr. and Mrs. Wayne Sands.

Stine Cleaners, Pueblo, Colo., has opened a second cleaning plant, at Fourth and Court.

Zephyr Cleaners, Concordia, Kans., has been sold by Buford Nelson to B. K. Goodwin.

Hill's Cleaners has been opened by D. H. Hill at 1641 N. Garey Ave., Pomona, Cal.

Vapor Cleaners, Eureka, Kans., has been sold by Mrs. Jessie Brown and Mrs. Sadie Higgins to C. A. Devins. The new owner has installed a cleaning plant.

Frank and Jeanette Freedman have announced intention to sell Mar Vista Cleaners, 12226 Venice Blvd., Los Angeles, Cal., to Russel D. and Edna M. Peterson.

A new cleaning unit has been installed at Hemet (Cal.) Cleaners by the owners, Mr. and Mrs. Alvah Thanning.

Quitague (Tex.) Cleaners has been sold by Jack Holcomb to Robert Marler and James G. Ellison.

Damage estimated at \$40,000 was caused by a fire of unknown origin at Brite Cleaners, 1607-09 Park St., Alameda, Cal. Most of the garments were saved but all equipment was destroyed.

Dependable Cleaners, owned by John Kamlet and Jack Bugdanowicz, has opened a branch at 55 West Girard, Englewood, Colo., in the new Park 'n Shop Center.

Dewey Barns recently celebrated the 30th anniversary of Barns Bros. Cleaners, Meade, Kans.

Sunshine Cleaners, Wharton, Tex., has been sold by Mr. and Mrs. Joe Richards to Mr. and Mrs. Joe F. Michalick.

Oaks Cleaners has been opened by L. M. Lewis at 445 El Roblar Drive, Meiners Oaks, Ojai, Cal.

DeLuxe Cleaners, Salida, Colo., has been sold by E. E. Foy to J. B. Fox.

Oscar W. and Alice Patterson have announced intention to sell Midway Cleaners, 996 Palm Ave., Palm City, Cal., to Edward Czech.



**NORTH  
EAST**

A certificate for operation of Debby Cleaners, 391 Greenfield Ave., Pittsburgh, Pa., has been filed by Jacob N. and Jules M. Cowen.

Karl and Edmund W. Jacobi have taken over operation of Prompt Cleaners, Inc., from W. H. Williams, former owner. The business has stores at 453 Main St., Chatham, N. J., and in Summit and Westfield.

Kay Cleaners, Inc., 59 Pleasant St., Brockton, Mass., has been awarded a contract for cleaning at Camp Edwards. President of the firm is Leon K. Katcharian.

Baldwinnville (Mass.) Cleaners has been opened at 22 S. Main St. by Mr. and Mrs. Eugene LeBlanc.

The 20th anniversary of Frank Grehl Dry Cleaners, Erie, Pa., was celebrated with the open-

ing of a new plant, with all modern equipment, at 1715 W. 12th St. The firm also has a store at 26th and Parade Sts.

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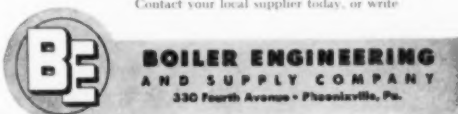


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- economical to operate
- require minimum maintenance

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"This product is made in accordance with the improved formula of the dry cleaning detergent formerly manufactured by the DuPont Company and sold under the DuPont trademark 'Ovalene'. However, the Fry Brothers Company takes full responsibility for the quality of the product."

**THE FRY BROTHERS co.**  
SOAP MANUFACTURERS SINCE 1875  
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## The Famous Hanger Guard with the NON-SLIP Surface IT'S EASY TO PUT ON SNA-PON:

50% easier to thread!  
Just slide on and press down!

The best trouser guard for use with No. 12½ & No. 13 hangers. Non-slip surface decreases handling time. Snaps on any standard wire hanger... die-cut ends prevent pivoting. Just slide on and press down!

SNA-PON is approximately ½" round. Packed 2500 to carton, shipping weight 40 lbs. Carton size is 24" x 16½" x 15½".

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- Reduce tumbler and static electricity
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- Reduce customer claims

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**SAMSONMITE PRODUCTS ARE SUPERIOR!**

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COTTON GOODS MFG. CO.

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| <input type="checkbox"/> Rug and Carpet Scrubbers    | <input type="checkbox"/> Carpet Cleaning Manual |
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| <input type="checkbox"/> Upholstery Cleaning Machine | <input type="checkbox"/> Upholstery Shampoo     |

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

NC-3

Monterey Cleaners has been established by Joseph S. Mackovitch at 1506 Monterey St., Pittsburgh, Pa.

Dan Dee Cleaners, 1051 Stuyvesant Ave. and 623 Chestnut St., Union, N. J., has been purchased by John Demchik.

One Hour Martinizing has been opened under the management of Harold Radow at 107 Capitol St., Charleston, W. Va.

Bishop's Dry Cleaners, 160 College St., Burlington, Vt., has been sold by Franklin Dunshee. The business, under the name of Park Cleaners, will be managed by Arthur Prue.

The business name of Winkelvoss Dry Cleaning Service, Fifth and Ravine St., Dravosburg, Pa., has been registered by Paul M. and Eleanor M. Winkelvoss.

Gross' Cleaners has been opened by Elmer and Dorothy Gross at 763 Allegheny Ave., Oakmont, Pa.

A certificate of organization for Capozzi Cleaners & Dyers, Inc.,

69 Congress Ave., Waterbury, Conn., has been filed by Filberto Capozzi, president; Ardilio Capozzi, vice president; Marnie Capozzi, treasurer; and Catherine Capozzi, secretary.

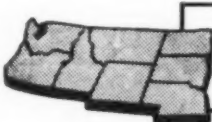
Raymond H. Jacobs has been given a permit to establish a cleaning plant at 85 E. Cottage Place, York, Pa.

Town & Country Cleaners, managed by Chris Sempas, an NICD graduate, has been opened in a new plant at Wareham, Mass.

The name of Ruby's One Hour Cleaning, Inc., recently opened on Federal St., Pittsburgh, Pa., has been changed to Quick One Hour Cleaning, Inc.

Harold Shalett has sold his interest in Shalett-Lux, Inc., 22 Walnut St. Ext., Waterbury, Conn., to a corporation headed by Louis Migalti.

Real French Cleaners, Inc., Hummel's Wharf, Pa., has opened a branch office at 220 Mill St., Danville. The firm, headed by Henry Borchard, also has branches in Bloomsburg and Sunbury.



**NORTH  
WEST**

Edgemont Cleaners, 1230 S. Main, Lebanon, Ore., has been opened by Mrs. Inez Spencer.

Joe Weber, owner of Jack's Cleaners, Ft. Pierre, S. D., has installed a new, larger boiler.

Glen Van Maricom has moved Van's Cleaners from Wymore, Neb., to 620 Court St., Beatrice.

Mr. and Mrs. Marvin Turbyfill recently held an open house for the new plant of Parma (Idaho) Dry Cleaners on Third St.

Mr. and Mrs. Leonard Dokken have opened a cleaning establishment, to be known as Dokken & Dokken, at Second St. and College Ave., Cheney, Wash.

Wardrobe Cleaners, Monmouth, Ore., has been sold to Mr. and Mrs. Elmer Reynolds by Mr. and Mrs. F. Wallace, who had operated it as a branch of their Salem plant. The new owners will install cleaning equipment.

The name of A & F Cleaners, Newell, S. D., has been changed to Bunney's Cleaners. The firm

is owned by Mr. and Mrs. Fred Bunney.

Finest Cleaners Co., Nebraska City, Neb., has been bought by John Filla from Arnold Webering, who will continue to manage the plant.

Edwin Parkins has bought the partnership interest of Bill Parker in Sandpoint (Idaho) Cleaners.

Garfield (Wash.) Cleaners has been opened under the management of Lawrence E. Brown.

Ray-D-Ant Cleaners, Umatilla, Ore., has been sold by J. C. Oliver to J. C. Bell, operator of the Pasco (Ore.) Laundry.

Tekoa (Wash.) Cleaners has been reopened by H. C. Hartman and his sons, Robert H., an NICD graduate, and James O. Hartman.

Nifty Cleaners, 1119 S. W. Taylor, Portland, Ore., has been purchased by Lawrence Porter. It will be managed by his sister, Lavonne Porter.

**Resillo PRESS PADS**

- FLAMONEL (metal flannel)
- STANDARD
- CHAMPION
- FOAMONEL (foam rubber metal mesh)
- PERFEX
- PERMOPADS

Made in exact accordance with press manufacturers specifications.

**RESILLO COMPANY** 2328 W. Nelson St.  
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WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL PRESS PADS



### DOMINION of CANADA

Lloyd's Cleaners recently held an open house for its new plant at 160 Catherine St., Belleville, Ont. The business is owned by Addison Lloyd.

Cleanol Service, 846 Yonge St., Toronto, Ont., is planning to erect a new one-story plant.

Damage estimated at \$100,000 was caused by a fire which apparently started at Royal Cleaners, Fergus, Ont., and spread to adjoining premises.

Modern Cleaners, Louis Ave., Windsor, Ont., owned by Arthur E. Ouellette and Lorne E. Durham, recently celebrated its 30th anniversary. The plant of the pioneer firm is located at 801 Louis Ave.



### SOUTH EAST

Mr. and Mrs. W. A. Hall have opened Ideal Cleaners at Bennington, S. C.

to build an enlarged plant for operation of both businesses.

La Salle Cleaners & Laundry, Lejeune and Aragon, Coral Gables, Fla., has opened drive-in facilities.

Benjamin Suggs has consolidated Suggs's Cleaners and Dyers, Lonoke, Ark., with City Cleaners, which he recently purchased.

Howard's Odorless Cleaners has moved to its large new plant on Monticello Ave. at 21st St. Norfolk, Va. The firm is owned by Thomas W. Howard, whose family were pioneers in the dry-cleaning field. His uncles, Walker D. and Charles E. Howard, are still active in the business, which operates some 500 outlets throughout the country.

F. L. Brewer has purchased the interest of his brother and is now sole owner of Brewer Cleaners, Greenwood, S. C.

New equipment has been installed at Artex Cleaners, Spartanburg, S. C.

Modern Cleaners, Dade City, Fla., has been sold by C. L. Williams to B. V. Admire, operator of Lakeland Laundry and Cleaners. The new owner plans

Joe Cleaners, Front St., Russellville, Ark., is now being operated by Roscoe Vaughn.

Davis Dry Cleaners has been opened by James L. Davis, a

## SAVE MONEY INSURE GARMENT SAFETY with the Arrow P-22 Hand Stapler



Laundries and dry cleaning plants lose thousands of dollars each year through faulty methods of attaching identification tags to items. Prevent loss of items . . . SAVE MONEY in your own plant by attaching tags the SAFE, SURE way—with the ARROW P-22 Hand Stapler. Just REACH and SQUEEZE . . . PRESTO! Tags are stapled securely to garments. This is your insurance against garment loss.

Buy from your supplier  
Write for jobber set-up

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**SAVE TIME LABOR MONEY**

**\* GET MORE ACTION with "MULTIPLE-FORCE ENZYMES"**

**TAKAL TLM**  
ONE POUND DIGESTIVE ENZYMATIC DIGESTER FOR BOARD AND BATH

Only TAKAMINE has created this great new digester by combining two teams of Quick-Acting Enzymes to give you greater potency for a larger variety of stains! **FOR BOARD and BATH!**

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\*By actual Laboratory tests

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Please send FREE sample of TAKALAB—TLM for Board and Bath.  
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City \_\_\_\_\_ Zone \_\_\_\_\_  
Name \_\_\_\_\_



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### TAILORING AND REPAIRING BOOK

A complete course on how to make entire COATS, VESTS and TROUSERS. Also how to repair and alter them, including re-lining, re-collaring, re-pocketing and all the popular types of repair work you will be called upon to do, including complete instructions on Pressing also.

This self-instruction Book contains over 150 pages and 125 illustrations. A long-needed practical book that you can understand. Just off the press. The best book on Tailoring and

Repairing ever published. It will help you to better your work and better your position. It will give you confidence in your trade. Write for illustrated free folder describing this great book.

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### Aluminum GRID PLATES

**AVOID SHINE GIVE BETTER FINISH**

Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages.

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mushroom . 11.00  
over 46" . 19.25  
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You can count on  
**ZIPOLA**  
every time for fast  
sliding zippers

- EASY TO APPLY
- NON-STAINING

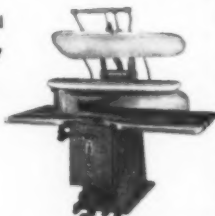
Mail \$1.00 for trial package  
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Converts your old,  
slow-moving  
Foot-Press into  
a fast, efficient  
Air-Operated Press  
for only \$300.



Write for Details NOW!

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880 BROADWAY

NEW YORK - 3

veteran, at 1718 Avenue E., Ft. Pierce, Fla.

Quality Cleaners has been opened by Woodrow Stafford at Eloise, Fla.

Robert Carson has purchased the Murray (Ky.) Cleaning Company from Mr. and Mrs. Leon Pogue.

The 32-year-old firm of Johns Dry Cleaners, Stuart, Fla., has been sold by Mr. and Mrs. R. Cecil Johns to Mr. and Mrs. Edgar Hare.

J. P. Edens Dry Cleaning Company has moved to a new modern plant in Bennettsville, S. C., and installed all new equipment.

## OBITUARIES

Henry C. Blersch, 57, a partner in the drycleaning firm of Otto Blersch & Sons, Richmond, Virginia, died recently. He had operated the firm in partnership with his brother, Otto Blersch, Jr., since the death of their father, who founded the business in 1910.

Donald Fred Boyd, eight months old, son of G. W. Boyd of Cincinnati, Ohio, sales manager of Sanitone Division, Emery Industries, Inc., died January 9.

Samuel H. Boyd, 64, operator of Boyd's Cleaners, Greenfield, Indiana, until his retirement three years ago, died recently after a long period of ill health. He was a member of Masons, Knights Templar and Murat Shrine. Surviving are his widow, a daughter and a sister.

Edward A. Fink, 57, founder and president of Peacock Cleaners & Dyers of Chicago, Illinois, died January 3 while vacationing in Florida. He is survived by his widow, a son, a daughter and three sisters.

John Hazelwood, 38, owner of Hazelwood Cleaners, Russell, Kansas, died suddenly January 16 of a heart attack. He was a Navy veteran of World War II. Mr. Hazelwood is survived by his wife, two brothers and two sisters.

William Ludewig, 55, sales manager of the Dry Cleaning Division of Consolidated Laundries Corporation, New York, died January 24 of a coronary thrombosis. He joined the company in 1933 as a canvasser and soon earned the first of his promotions which led to his appointment as sales manager in 1938. Mr. Ludewig is survived by his wife and a daughter.

Hugh Cameron McDonald, proprietor of McDonald Cleaners, Superior, Wisconsin, died recently after a brief illness. He was active in community affairs, was a former president and a director of the Superior Association of Commerce, and a member of Rotary. Some years ago he was elected "Superior's First Citizen" by the American Legion for his civic activities. Mr. McDonald is survived by his wife, two sons, a daughter and two sisters.

William Meyer, 67, senior salesman of Carman & Co., Inc., Brooklyn, New York, died at his home in New York City on December 1, after an illness of nearly a year. He joined Carman in 1921 and represented the organization for 30 years in the Greater New York area. Mr. Meyer is survived by his wife and a daughter.

Harold R. Miller, 56, of Beverly, Massachusetts, died suddenly November 28 of a heart attack as he was ad-

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with CUT COVERS



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on all presses. Here are a few typical examples of endurance:  
16,250 shirts on a swing loam.  
180 hours—11,200 shirts on a 4-lay press.  
260% longer on a Tiltor Cut Press.

THERMOTEX is now available in cut covers with nylon drawstrings—or by the roll. Remember there is only one THERMOTEX and it is a product of H. Kohnstamm & Co., Inc., and sold only by Kohnstamm representatives. Accept no substitutes.

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addressing a conference of the American Hospital Association Laundry Institute in Boston. He had been a field engineer for the Calgon Company, Pittsburgh, Pennsylvania, for the past 17 years. He was a veteran of World War I, a member of the Scottish Rite and Mystic Shrine. Mr. Miller is survived by his wife and a brother.

Louis Pendlay, 32, owner of Pendlay Cleaners, Sublette, Kansas, died December 27 of injuries received in a motor accident. He was a 32nd degree Mason. Mr. Pendlay is survived by his mother, his stepfather, two sisters and two brothers.

George Ward, 37, operator of a drycleaning business at Hillsboro, Wisconsin, died January 6 at Wisconsin General Hospital in Madison. Mr. Ward was active in church and civic affairs.

H. Al Williams, 66, sales representative for the Wichita Precision Tool Company, Wichita, Kansas, died January 3 at St. Joseph Hospital in Wichita. He had been hospitalized since suffering a heart attack while returning from the AIL convention in Chicago in October. Mr. Williams was previously connected with the Chevrolet Division of General Motors and for the past six years had served as a fieldman for Wichita Precision Tool Company. Surviving are his wife and two sisters.

Charles Young of New Vogue Cleaners & Dyers, Roanoke, Virginia, died recently. He had been active in association work and was also on the board of the State Dry Cleaners Commission.

## MEETINGS SCHEDULED

March 7, 8 and 9—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Prince Edward Hotel Windsor, Ontario.

March 18 and 19—Arkansas Cleaners and Dyers Association, Annual Convention, Marion Hotel, Little Rock.

March 22 and 23—Connecticut State Association of Cleaners and Dyers, Inc., Annual Convention, Stratfield Hotel, Bridgeport.

March 26, 27 and 28—Texas Laundry and Dry Cleaning Association, Oklahoma Laundry Owners Association, Joint Convention, Gunter Hotel, San Antonio, Texas.

(Continued on page 144)



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lightly, following curl or character of the fur...



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The most efficient time  
and money saving Ex-  
tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

## BOCK

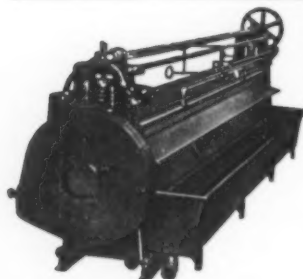
LAUNDRY MACHINE CO.  
TOLEDO, OHIO

**UNIPRESS 2 GIRL 3 PRESS SHIRT UNIT**  
TOP QUALITY • INCREASED PRODUCTION • GREATER PROFITS

Presses for every requirement

Write for new catalog today

**UNIPRESS COMPANY**  
2802 Lyndale Ave. • Minneapolis, Minnesota



## The Bertsch Rug Wringer

### REDUCES

Labor 70%  
Power 75%  
Dry Room Heat 80%  
Water use 75%

### FACTS

Heavier materials  
Better materials  
Delivers more pressure  
Extracts more water  
Lower machine cost  
Long life  
Less maintenance  
than other Wringers

CAMBRIDGE CITY  
• INDIANA •

## BERTSCH & CO.

## A "Must" for removing LINT OFF GARMENTS

Fast & Sanitary!

### "Little Wonder" ELECTRIC WHISK-BRUSH MACHINE

Give your garments a better finish. The only appliance  
of its kind. Thousands of satisfied users.

Also Alloys Patented "NEEDLE BOARDS" for  
pressing VELVET and NAP FABRIC materials  
without shine or gloss. SEND FOR CIRCULAR

WEIGHS  
BUT **3 1/2**  
lbs.

AMERICAN PRESSBOARD CO. (Est. 1910, Patented)  
110 WEST 30th ST., NEW YORK 1 • Tel. PEnn. 6-8687

(Continued from page 143)

March 27, 28 and 29—Colorado Cleaners and Dyers Association and Mountain States Laundry Association, Joint Convention, Cosmopolitan Hotel, Denver.

April 18 and 19—Connecticut Launderers & Cleaners Association, Annual Convention, Hotel Bond, Hartford.

April 23, 24 and 25—Laundry and Cleaners Allied Trades Association and Laundry and Dry Cleaners Machinery Manufacturers Association, Annual Convention, The Greenbrier, White Sulphur Springs, West Virginia.

May 1, 2 and 3—West Virginia Launderers and Dry Cleaners Association, Annual Convention, Hotel Daniel Boone, Charleston.

May 8, 9 and 10—Pacific Northwest Launderers and Dry Cleaners Association, Annual Convention, Hotel Chinook, Yakima, Washington.

May 15—New Jersey Laundry and Cleaning Institute, Annual Convention, Essex House, Newark.

May 16 and 17—Montana, Northern Wyoming and Southern Alberta Laundry and Dry Cleaners Association, Annual Convention, Finlen Hotel, Butte, Montana.

May 23 and 24—Idaho Laundry and Dry Cleaners Association, Annual Convention, Rogerson Hotel, Twin Falls.

May 23 and 24—Minnesota Institute of Laundering and Cleaning, Annual Convention, Hotel Nicollet, Minneapolis.

May 23 and 24—Oregon State Dry Cleaners Association, Annual Convention, Eugene.

May 29, 30 and 31—California Drycleaners Association, Annual Convention, Mar Monte Hotel, Santa Barbara.

May 29, 30 and 31—Laundry and Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, Carolina Hotel, Pinehurst, North Carolina.

September 15 and 16—Dry Cleaners Institute (Ontario), Annual Convention, Royal York Hotel, Toronto, Canada.

September 22 and 23—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Jefferson, Richmond.

October 3, 4 and 5—American Institute of Laundering, Annual Convention and Large Exhibit, Atlantic City, New Jersey.

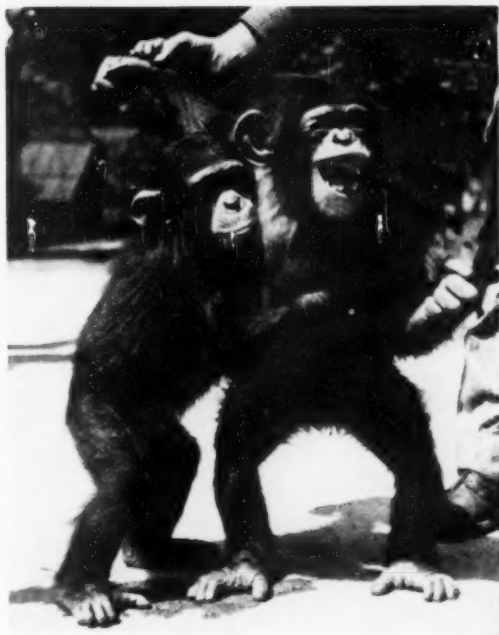
December 7—Wisconsin Dry Cleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

*"You'd be tickled too"*

YOU MUST ADMIT that it would be a mighty ticklish situation if all of a sudden customers started throwing bouquets your way to thank you for an outstanding cleaning job. Too often it's just the other way around—customers complain because their just-cleaned clothes have an offensive smell. It could be because there are too many soluble impurities in the solvent . . . fatty acids and oils the filter can't remove.

YOU SEE, when solvent is used over and over again, it gets so full of acids and oils that it not only *smells* bad, but begins to re-deposit impurities on the clothes you're trying to clean.

DISTILLATION is a way of getting soluble impurities out of solvent. Here, briefly and simply, is how a vacuum still works. The solvent enters the boiling chamber. It boils and turns into vapor. The vapor rises and the greases and oils stay in the boiling chamber. The vapor goes through a condenser and comes out as liquid solvent. Next, the solvent goes through a moisture



absorber that takes out water and co-solvents. Then, the solvent flows to a storage tank . . . clean, odor-free and pure as a load you'd buy brand-new.

*Vacuum stills come in a variety of sizes and can be operated with equipment available in any plant. Stills are simple and easy to operate . . . require practically no watching during the distillation process. They take out the acids and oils that filters can't remove and filter powders don't touch. Distilled solvent filters faster and easier. Soaps, and especially strong soaps, work better and re-runs are cut down. The extractor recovers more solvent, the tumbler produces more loads per day and spotting is reduced.*

**BUTLER MANUFACTURING COMPANY**

7452 E. 13th St.

Kansas City 3E, Mo.

**Would you like to find out if your solvent is as pure as it should be? Write Butler Manufacturing Company and a representative will be glad to do the testing free in your plant. Or, if you are a member, you can send a sample to the N.I.C.D.**

This is one of a series of advertisements discussing the place of distillation in the dry cleaning plant.

# NATIONAL MARKET PLACE

## Where Buyers and Sellers Meet

10c a word for the first insertion and 8c a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15c a word, first insertion; 10c a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situation: Wanted ads 5c a word for first insertion, 4c a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

### MISCELLANEOUS

**MAKE CLOTH COVERED BUTTONS AND BUCKLES.** Serve your customers and save headaches. MAXANT BUTTON, 121 S. Morgan, Chicago 7, Ill. 147-8

**ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES.** Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS.** We know of no better way for a plant manager to judge our product. Over 2000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.,** 2610 Clay Ave., Fresno 1, California. 3476-8

### SPOTTER'S POCKET GUIDE

**A SHORT, CONCISE AND ACCURATE GUIDE TO STEP-BY-STEP REMOVAL OF ALL SPOTS AND STAINS. EACH TYPE OF STAIN, ITS COMPOSITION AND REMOVAL IS COMPLETELY DESCRIBED ON INDIVIDUAL PAGES WITH THUMBNAILED INDEX. ORDER ONE NOW. PRICE \$4.00. "SPOTTER'S POCKET GUIDE," POST OFFICE BOX 265, SILVER SPRING, MD. 3595-8**

**1,000 EMBOSSED BUSINESS CARDS \$3.95 POSTPAID. WRITE FOR FREE SAMPLE AND STYLE CHART. KIN-MAR CO., BOX 7363, PITTSBURGH 13, PENNSYLVANIA. 4480-8**

**PADS, COVERS, FLANNELS** for laundry and drycleaning presses. Write for new reduced price list. **FRANKLIN TEXTILE MILLS, Dept. N., Franklin Park, Mass. 4513-8**

**\$5 Profit** with amazing Super-master safe, quick spotting results. Only nine chemicals covers all spots. No experience necessary. Write Natco, 2507 North 29th St., Philadelphia, Pa. 4676-8

**WANT TO INCREASE DROP BUSINESS?** Let me design and build your store front or interior in a truly different modern way. We can also install speed racks or build an entire plant from foundation to interior. John J. Leier, 1890 Longfellow Ave., East Meadow, L. I. N. Y. Hicksville 3-2564. 4677-8

**JOBBERS,** write for samples and prices on our line of covers, cut flannel, and knitted pads for all makes of drycleaning presses. **E. L. RUBIN MFG. CO., 4 Monroe St., Pittsfield, Mass. 4704-8**

**SMASH BARREL PUMP SALE—\$4.00 (\$4.50 west of Mississippi)** delivers postpaid a positive lift action barrel pump. Adjustable to drum size. Pays for itself by eliminating drippings. Money back if not satisfied. Send remittance with order to Specialty Sales, Box 416, Hackensack, New Jersey. 4705-8

### FUR STORAGE VAULTS FOR RENT

The following vaults for rent: 1—7,500 coat capacity, annual rental \$3,500, 1—4,250 capacity \$2,000, and 3,350 capacity, rental \$1,700. Holmes-protected, cold-air vaults, located in New York City area. Other good drycleaning plant propositions. **FRANK DEUTSCHER, 16 Court St., Brooklyn 2, N. Y. Triangle 5-2313. 4736-21**

### CONSULTANTS

**IN TROUBLE?** Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, SILVER SPRING, MARYLAND. 155-25**

**LET US TELL YOUR CUSTOMER!** Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE, 44 Fisherville Rd., Route 10, Penacook, N. H. 3635-25**

**AT LAST!** Complete consulting service for your drycleaning problems at a fair cost. Solvent analysis and damaged garment analysis. Send your solvent samples and damaged garments to: C. A. Gault, Drycleaning Consultant, 31 N. Summit Street, Akron 8, Ohio. 4132-25

### DYEING

**SHARP'S RE-DYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY.** We are now located in a larger building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

**QUALITY GARMENT DYEING FOR THE TRADE. 25 YEARS OF CONSECUTIVE, SUCCESSFUL SERVICE TO CLEANING AND LAUNDRY PLANTS EVERYWHERE. SHIP YOUR DYE WORK TO LOEBL'S FOR FAST COLORS AND BLOOMING SHADES. LABELS, LISTING BLANKS FURNISHED ON REQUEST. LOEBL DYE WORKS, INC., 346-350 W. SALEM AVE., ROANOKE, VA. 522-12**

**SENECA DYERS—EASY-TO-FINISH DYED WORK—TO THE TRADE ONLY.** If you want the "BEST" send your next dye order to the **SENECA DYERS, 1227 MAPLE STREET, ROCHESTER 2, N. Y. 1562-12**

**WHOLESALE GARMENT AND RUG DYEING.** If it's quality work you are looking for in re-dyeing of garments and rugs, give us a trial. Send for price list and listing blanks. **DETROIT DYE WORKS, 8088 East Forest Ave., Detroit 13, Michigan. 3751-12**

**MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING.** Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. **MAJESTIC DYE HOUSE, 3920 West Armitage, Chicago 47, Illinois. 4157-12**

**DE LUXE DYERS, 16234 Wyoming Avenue, Detroit 21, Michigan.** Garment, Rug and Drapery Dyers. Prompt Service, quality work. Michigan's most modern dye house. 4277-12

**GARMENT DYERS—FAST SERVICE, Central Dyers, 541 Shawmut Ave., Boston, Mass. 4254-12**



## CLEANING PLANTS FOR SALE

**LAUNDRY PLANTS AND DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other sections—WHERE DO YOU WISH TO LOCATE? Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

**CLEANING PLANTS**—All sizes-locations. Excellent selected propositions. **PLANT OWNERS**—We can show you quick action. Have responsible buyers. We are America's foremost brokers. **DAVID JARET COMPANY**, 150 Montague St., Brooklyn 2, N. Y. Ulster 2-5600. Established over 28 years. 4154-2

**For Sale**—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL**, 131-39 226TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 4648-2

**For Sale**: Solvent plant, doing mostly wholesale. Death of partner reason for selling. Modern Cleaners, 1730 E. 20th St., Long Beach, Calif. 4351-2

**OREGON**—Old, well-established solvent plant. Volume near \$80,000. Owner wishes to retire. Price \$35,000. Write: Box 4577, NATIONAL CLEANER & DYER. -2

Well-established plant catering to high-class clientele, noted for its quality work. Located central Texas. Owner wishes to retire or sell half interest. Money maker. ADDRESS: Box 4455, NATIONAL CLEANER & DYER. -2

**WELL-ESTABLISHED. VERY SUCCESSFUL. SOLVENT PLANT, NEW JERSEY, ANNUAL GROSS OVER \$53,000. WITH OR WITHOUT REAL ESTATE. \$15,000 REQUIRED.** ADDRESS: Box 4610, NATIONAL CLEANER & DYER. -2

Drycleaning plant, less than 2 years old. 30 miles from Boise, Idaho. Grossing \$15,000-\$10,500 plus inventory. ADDRESS: Box 4666, NATIONAL CLEANER & DYER. -2

**For sale or lease**, synthetic plant, new equipment, located close to St. Louis, very little competition. If your references are good a small amount of money will handle. ADDRESS: Box 4667, NATIONAL CLEANER & DYER. -2

Modern fully and well equipped drycleaning plant, solvent, west coast of Florida, city of over 100,000 population. Doing around \$100,000 yearly, could be doubled by younger live wire. Owner wishes to retire. Priced at \$60,000, at least half cash. Long-term lease, or would sell property also. ADDRESS: Box 4668, NATIONAL CLEANER & DYER. -2

**CALIFORNIA—SYNTHETIC CLEANING PLANT IN THE HEART OF HOLLYWOOD'S MOVIE COLONY—ESTABLISHED OVER 15 YEARS—HIGHEST REPUTATION—SPECIALIZING IN PREMIUM QUALITY—VOLUME 1951 OVER \$60,000. OWNER GOING OVERSEAS. INQUIRE BOX 4669, NATIONAL CLEANER & DYER.** -2

**DYE HOUSE—ROCKY MOUNTAIN REGION.** Nearly exclusive in region, growing 40% yearly, modern and clean. Semi-finish forms, etc. Capacity: 200 garments daily dyed mechanically; 500 yards fabric daily. 4400 sq. ft. floor space. Excellent location, low rent. Price \$15,000. ADDRESS: Box 4670, NATIONAL CLEANER & DYER. -2

Wonderful opportunity to invest in Central Florida, 5 new air bases, growing city, drycleaning and laundry plant equipped to do \$5,000 per week, need right party to take over. Gross this year \$120,000. One government contract, 1 sub-contract, 2 more to bid on. Concrete-steel building, real estate, equipment, trucks, \$85,000. \$30,000 cash, rest 10 years. This opportunity is worth investigation. ADDRESS: Box 4671, NATIONAL CLEANER & DYER. -2

**For Sale**: Ultra-modern drycleaning plant, finest equipment, all three years old or less. Beautiful new building with drive-in parking. Netting approximately \$20,000. Ideal for partnership. Will stand strict investigation. \$50,000. Lease on real estate to suit buyer. ADDRESS: Box 4678, NATIONAL CLEANER & DYER. -2

**MODERN DRYCLEANING PLANT**—Lower Rio Grande Valley of Texas. City of Brownsville—36,000 population. Yearly business —\$55,000, excellent net profit. Established 17 years. Operate two delivery trucks. Books open for inspection. Attractive price, business and equipment, or will sell building, if wanted. **C. G. FOSTER**, Realtor, Brownsville, Texas. 4684-2

**ALBUQUERQUE, NEW MEXICO. ESTABLISHED DRY-CLEANING BUSINESS AT SACRIFICE PRICE** due to family reasons. 2 petroleum solvent units and one synthetic unit, 4 presses, 2 toppers, 15-horsepower boilers, 3 tumblers and miscellaneous equipment all for \$14,000 with \$4,000 down. **SPACE FOR SHIRT UNIT. FAVORABLE LEASE.** Paul Billingham, Realtor, 2929 Monte Vista Blvd., Albuquerque, New Mexico. 4681-2

**For Sale**—Solvent drycleaning plant, city of 50,000, located in western Pennsylvania. Established over 50 years. Strictly retail. Yearly gross \$170,000. Equipment and property in excellent condition. \$35,000 will handle, balance terms. ADDRESS: Box 4683, NATIONAL CLEANER & DYER. -2

**OPPORTUNITY IN SOUTH FLORIDA**—2-press solvent plant in central south Florida. Price \$7,000. Business is good. No boom town. Good payroll. Good bathing, good fishing. Owner has asthma, doctor advises change. ADDRESS: Box 4685, NATIONAL CLEANER & DYER. -2

**OLD-ESTABLISHED, MODERN-EQUIPPED SOLVENT DRY-CLEANING PLANT IN DETROIT.** Annual gross \$120,000, wholesale and retail business at good prices. Down payment \$15,000, balance terms. Good lease or sell real estate. ADDRESS: Box 4686, NATIONAL CLEANER & DYER. -2

Solvent plant for sale in a Midwestern town. Annual volume \$40,000. Terms to right party. ADDRESS: Box 4687, NATIONAL CLEANER & DYER. -2

**IN COLORADO**—fine modern solvent plant complete, long established, large volume, best location. ADDRESS: Box 4688, NATIONAL CLEANER & DYER. -2

**For Sale**—Solvent cleaning plant, over five thousand feet floor space, Northern New York, town of five thousand. Only plant in vicinity. Excellent opportunity for laundry. Established twenty years. ADDRESS: Box 4697, NATIONAL CLEANER & DYER. -2

Modern solvent plant in a growing community in southeastern New Mexico. Town of 1,100, trade territory 3,300. Nearest plant 22 miles, no competition. New equipment past three years. \$10,500. Rent \$50. Gross \$15,000. Hagerman Realty Co., Box 797, Hagerman, New Mexico. 4698-2

**SAN DIEGO, CALIFORNIA.** Well paying complete drycleaning business. Grossed \$36,000 last year. On main artery. Price includes building, land and nice apartment \$45,000. Write: Hall Realty, 3689 University Ave., San Diego, Calif. 4699-2

Modern drycleaning plant for sale. Volume \$900 a week. Price \$15,000. Gulf Coast City on main thoroughfare. ADDRESS: Box 4705, NATIONAL CLEANER & DYER. -2

Modern equipped drycleaning plant including a modern 400-cust storage vault, in a beautiful Northwest town. Cash-and-Carry \$1.25, volume \$425 per week of which 90% is cash-and-carry. \$25,000, one-third cash to experienced operator, golden opportunity for man and wife. Must sell on account of health. ADDRESS: Box 4709 NATIONAL CLEANER & DYER. -2

**OLD-ESTABLISHED DRYCLEANING BUSINESS** in western Michigan. All modern equipment including synthetic Hoffman Nu-Cleaning system. Good location and business. All cash-and-carry. Low rent. ADDRESS: Box 4710, NATIONAL CLEANER & DYER. -2

**FOR SALE:** Modern solvent cleaning plant, well equipped, good drive-in location, truck route, pickup station in adjoining town, located in southeastern Wyoming, population 5,000, priced right, long lease, terms if necessary. ADDRESS: Box 4728, NATIONAL CLEANER & DYER. -2

**For Sale:** Complete laundry and drycleaning plant doing well over \$100,000 annually. Located northwest Ohio. Four new trucks, synthetic equipment in A-1 shape. Full price on machinery and equipment \$60,000—\$30,000 cash, present owner will finance balance. Long lease on building. Have other interest. Reply to Box 4721, NATIONAL CLEANER & DYER. -2

Cleaning plant equipped to handle \$40,000, located in western Massachusetts, town of 18,000, trading population 30,000. Assessed valuation land, building and equipment \$22,000. Owner willing to sell for \$20,000 on account of illness. Substantial first mortgage can be arranged. **CALDWELL CLEANERS**, 334 High St., Greenfield, Mass. 4722-2

## CLEANING PLANTS FOR SALE (Cont'd)

**FOR SALE: COMPLETE LAUNDRY AND DRYCLEANING PLANT, LOCATED IN INDUSTRIAL EAST TEXAS CITY, WITH POPULATION OF 16,000 AND LARGE OUTLYING TERRITORY. PLANT ESTABLISHED IN 1946. GROSS IN 1951 APPROXIMATELY \$70,000. WILL FINANCE FOR RESPONSIBLE PARTY AND GIVE LONG LEASE ON BRICK BUILDING. MUST SELL, HAVE OTHER BUSINESS. IF YOU WANT AND KNOW THIS TYPE OF BUSINESS, INVESTIGATE THIS OFFER. REPLY TO BOX 4711, NATIONAL CLEANER & DYER.** -2

Progressive drycleaning business in famous, fast-growing Florida east-coast city. Excellent layout, modern equipment, good lease. Earnings capable of repaying \$15,000 purchase price in relatively short time. Box 1133 Palm Beach, Fla. 4723-2

Complete modern solvent plant in Tallahassee, Fla. Strictly cash and carry. Established June 21, 1950. Gross 1951, \$23,000. Drive-in possibilities unlimited. Good lease, best location in town. Buyer must have \$12,500, full price of plant. Selling for personal reasons. Carson's Dry Cleaners, 309 West Tennessee St., Tallahassee, Fla. 4730-2

Complete modern 140' F. solvent plant in western New York, city of 25,000, surrounding drawing of 100,000. Established over 20 years. Approximate annual gross \$50,000. Equipment in excellent condition. Building also for sale for small down payment. Price \$28,000, exclusive of building. Address: Box 4732, NATIONAL CLEANER & DYER. -2

Northwest Jersey college town offers small solvent plant fully equipped. Property and six-room house with modern conveniences. Approximately 1,000 ft. of highway frontage. Reason: Have two places, must sell one. Write or call—See J. Cleaners, Blairstown, N. J. Phone: 48 R4. 4733-2

Drycleaning plant, solvent, Syracuse, N. Y. Operating profitably, established 30 years. Current gross \$65,000, easily increased. Illness forces sale. ENGELSTEIN REAL ESTATE, 317 E. Genesee Syracuse, N. Y. 4738-2

Modern synthetic drycleaning plant located in the most fertile valley in the desert. Five-year lease. \$1.25 prices. \$30,000 full price. For further information write: Midway Cleaners, Box 801, Blythe, Calif. 4740-2

By Owner—Modern solvent Indiana plant, factory town. Ideal for couple. Low rent. \$3,500. Terms. ADDRESS: Box 4742-2, NATIONAL CLEANER & DYER. -2

For Sale—modern solvent plant, east central Iowa. \$1,100 per week. Age and health reason for selling. Priced to sell. ADDRESS: Box 4744, NATIONAL CLEANER & DYER. -2

Solvent plant, large Nebraska city. Established 25 years. Excellent reputation. Steady trade. Averaging \$75,000 gross yearly. Selling equipment and property. One of best districts and locations in city. ADDRESS: Box 4745, NATIONAL CLEANER & DYER. -2

For Sale—Modern "Perk 40" plant, 2½ years old. \$28,000 last year, can easily be doubled. Long lease, low rent. A real buy. Am 65 years, ill. Doctor said I must quit. Midway Cleaners, 134 W. Valley Blvd., San Gabriel, Calif. 4749-2

## CLEANING PLANTS WANTED

**WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. BUYERS WAITING—LIST YOURS. RICHARD J. MULLER, Lic. Broker, 89-16 154th St., Jamaica 3, N. Y. Tel. Republic 9-3016.** 873-1

Want cleaning plant doing \$800 to \$1,000 weekly volume, Midwest or South. Send complete details. ADDRESS: Box 4739, NATIONAL CLEANER & DYER. -1

## FOR LEASE

**FOR LEASE, cleaning plant, on account of death of husband. About 20 miles from Los Angeles, across from supermarket. Day & Nite Cleaners, Pico & Mission Blvd., San Fernando, Calif.** 4644-20

## SITUATIONS WANTED

**SUPERINTENDENT, top Silk Spotter, NICD GRADUATE, experienced in all phases of plant operation, production minded, married, wants steady position with future. Minimum salary \$100 weekly. ADDRESS: Box 4509, NATIONAL CLEANER & DYER.** -5

Wanted Manager's position or Supervisor's capacity. Well versed in drycleaning field. Fifteen years' experience, thoroughly dependable family man, strictly no alcoholics. Technical. ADDRESS: Box 4554, NATIONAL CLEANER & DYER. -5

Drycleaning-laundry production superintendent, 25 years' experience in solvent and synthetic plants. NICD graduate. Quality and production minded, married, now employed. Interested in dependable position with future. New York, New Jersey or Pennsylvania preferred. ADDRESS: Box 4674, NATIONAL CLEANER & DYER. -5

A working Superintendent, 25 years' plant experience, working white and colored employees. Capable of training in all departments. Best of references. 47 years old. Quality man for quality job. ADDRESS: Superintendent, 447 - 31st, Huntington, W. Va. 4675-5

Man, white, 62 years old, sober and reliable, 38 years' experience. A-1 silk spotter, supervisor, cleaning and all departments. Must be permanent. Only self. Please give full details, can give good reference. Charles Davis, 3114 Rueckert Ave., Baltimore 14, Md. 4707-5

Do you desire a Superintendent or Manager to relieve you of responsibilities and leave you free for other duties or pleasures? Thirty-nine years of age, over twenty years of practical experience with technical training in all drycleaning departments. Able to train new employees and instruct old employees into a smooth-flowing, profit producing unit. Desire contact with plant that needs a person with experience and push to make it pay dividends. A. Frising, 1323½ N. E. 13th, Oklahoma City, Okla. 4714-5

**EXPERIENCED MANAGER—SILK SPOTTER.** Graduate of N. I. C. D. Age 32, two children. Wants steady position with future in Long Island, New York or New Jersey. Available immediately. Phone Bonton 8-3083M. ADDRESS: Box 4715, NATIONAL CLEANER & DYER. -5

Plant Manager—supervise and instruct every department. 25 years' experience. Wants steady position with future. Personal interview. ADDRESS: Box 4729, NATIONAL CLEANER & DYER. -5

Plant Manager—15 years' experience. Last 5 years as Sanitone engineer, fully capable in production methods, layouts, sales and merchandising. Married, one child. Production experience includes laundry. Looking for a permanent position in any section of the country. ADDRESS: Box 4737, NATIONAL CLEANER & DYER. -5

High-class plant man with many years practical experience, desires position with good retail petroleum solvent concern; qualified and experienced as manager, superintendent or head silk spotter. Courtesy shown all replies. ADDRESS: Box 4741, NATIONAL CLEANER & DYER. -5

First-class silk spotter and cleaner, with 32 years experience, 10 years as plant superintendent, wants position with reliable concern. Small town preferred. Best of reference. Write or phone. Sterling 1979, J. K. Rorie, 1009 Clayton Tr., Richmond Heights 17, Missouri. 4747-5

## PARTNERSHIP WANTED

NICD graduate, general and management. Twelve years' experience. **WISHES TO PURCHASE ACTIVE PLANT PARTNERSHIP** Long Island, N. Y. ADDRESS: Box 4652, NATIONAL CLEANER & DYER. -9

Working Partner—buy interest in established household plant in New York City with some knowledge of spotting and finishing as well as on-location furniture and carpet cleaning and laying. Real opportunity for right man. 4706-9

**PARTNERSHIP WANTED** in established business in Long Island, New York or New Jersey. Have small cash with excellent spotting and good management ability. Graduate of N. I. C. D. ADDRESS: Box 4716, NATIONAL CLEANER & DYER. -9

**EXPERIENCED MAN TO INVEST** in new streamlined Naphtha plant, just completed and operating with lowest overhead. Albany, N. Y. Partnership or \$7,500 to \$10,000 secured. ADDRESS: Box 4752, NATIONAL CLEANER & DYER. -9

## HELP WANTED

Small shop in west Texas county-seat town, needs good combination cleaner and spotter. Shop is well equipped and quality is a must. ADDRESS: Box 4512, NATIONAL CLEANER & DYER. -7

Drycleaner and Spotter: Quality essential. Over draft age. Have excellent reference and qualifications. Salary \$75 a week and up. Medium-size petroleum solvent retail plant. Established over 50 years. Verbeyst Cleaners, Tulane St., Princeton, N. J. 4534-7

WORKING MANAGER—small household plant located in NEW YORK CITY. Must have knowledge of on-location, carpet and furniture cleaning. State salary. ADDRESS: Box 4662, NATIONAL CLEANER & DYER. -7

QUALITY PRESSER to be foreman of Finishing Department. State salary. Write: MICHAEL JAMES CLEANERS, W. Union Ave., Bound Brook, N. J. 4665-7

Silk spotter, wool spotter, presser, topper and drycleaner. Must be experts, able to turn out quality plus production in the most modern plant in Alaska. PEACOCK CLEANERS, INC., BOX 104, ANCHORAGE, ALASKA. 4695-7

PRODUCTION FOREMAN for old-established drycleaning plant in suburb 10 miles west of Chicago. Excellent opportunity for QUALITY minded man who can supervise and train personnel in all phases of work. Give age, experience, marital status and salary expected. Bacall Cleaners, 1408 St. Charles Rd., Maywood, Ill. 4701-7

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Spotter, silk and rough, for medium-size petroleum retail plant in New Jersey. Excellent salary. ADDRESS: Box 4719, NATIONAL CLEANER & DYER. -7

Presser—all-around—quality, highest wages for right dependable person, year around, paid vacation and holidays, benefits and bonus. Experienced. References. Albany, N. Y. ADDRESS: Box 4734, NATIONAL CLEANER & DYER. -7

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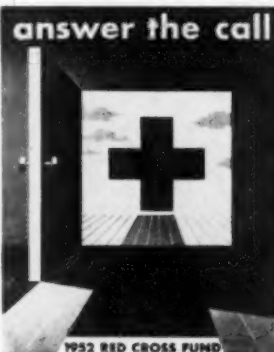
FOOLPROOF FUR BUSINESS BUILDER! New Spring Special. We remodel Fur Coat to Cape or Cape Jacket PLUS 22-inch Barrel Muff, \$75 Retail Seller. Cost to you ONLY \$39.50! Write for our FUR REPAIR, Remodel, Conversion Catalog. DAVID G. KAPLAN'S, KATR FURS (the cleaners and dyers' fur service), 146 West 29th St., New York City, N. Y. 4654-34

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Two Bowers 36 x 44" drycleaning washers, belt-driven, Burkes boiler return system like new. Several rotary pumps, belts, shafting, etc. Will sacrifice. **Verbeyst Cleaners, Tulane St., Princeton, N. J.** 4533-4

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HOFFMAN 140-F Safety Tumbler, 36 x 30" Underwriters' stamp, belted, motor-driven. Excellent condition. Price \$750. Gross 20" belt-driven extractor, price \$225, in excellent condition. Also Cyclone large double Dryer at \$150. ADDRESS: Box 4689, NATIONAL CLEANER & DYER. -4

American 2-girl shirt unit complete, A-1 condition, bargain \$1,000; 4 American Zarnite pony presses \$100 each; 2 Prosperity 51" laundry presses, air-driven, \$200 each. May be seen in operation. ROBERTSON'S LAUNDRY & DRY CLEANERS, Sault Ste. Marie, Michigan. 4690-4

Butler 1,300-gallon pressure filter, Monel screens; American 36 x 36 Globe washer, button trap, pump, line shaft and hangers, \$500. May be seen running. Robertson's Laundry & Dry Cleaners, Sault Ste. Marie, Michigan. 4691-4

American 36 x 54 elevated header belt-drive drycleaning washer like new \$300. Robertson's Laundry & Dry Cleaners, Sault Ste. Marie, Michigan. 4692-4

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2-PROSPERITY DRYCLEANING UNITS LESS THAN 5 YEARS OLD. AVAILABLE IN 60 DAYS. ADDRESS: Box 4712, NATIONAL CLEANER & DYER. -4

TWO-GIRL SHIRT UNIT—Super Ajax, Model D; 1 Bachelor unit, Super Ajax, Model D; 1 Bishop Shirt Folder; 1 150-gallon Hot Water Heating Tank, with controls and stand; 1 Ingersoll Rand (5x3x3½) Air Compressor. All equipment used only 8 months. With fittings, \$3,500 or best offer. M. L. Gross Cleaners, 3610 Cottage Grove, Chicago, Illinois. 4713-4

A complete 4-girl American Tiltor shirt unit with piping. Excellent condition. Slightly used. Will sell to highest offer. Keystone Laundry, Greensburg, Pa. 4724-4

For Sale—New, factory-crated drycleaning equipment. 20% off list price. Freight paid to North Carolina. 30 x 48 Butler washer and companion pieces. Two Hoffman presses. Reply: Box 4731, NATIONAL CLEANER & DYER. -4

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# Advertisers' Index

<b>A</b>	<b>J</b>	<b>N</b>
Adco, Inc. .... 87, 91	Johns-Manville ..... Second Cover	National Cleaner & Dyer ..... 118
Almore Dye House ..... 126		National Cleaners Chemical Mfg. Co. .... 124
American Brass Co., (American Metal Hose Branch) ..... 128	<b>K</b>	National Indemnity Exchange ..... 143
American Laundry Machinery Co., The ..... 5, 82-83	Kennedy Car Liner & Bag Co. .... 8	Newhouse Co. .... 133
American Pressboard Co. .... 144	Kisco Boiler & Engineering Co. .... 137	New York Pressing Machinery Corp. .... 142
Anderson-Prichard Oil Corp. .... 26	Kohnstamm & Co., Inc., H. .... 143	Nu-Pro Manufacturing Co. .... 119
Armour & Company ..... 88-89		
Arrow Fastener Co., Inc. .... 141		
Arrow Manufacturing Co., Inc. .... 27		
<b>B</b>		<b>P</b>
Behrstock Co., L. .... 142		Pantex Manufacturing Corp. .... 65
Berlau Manufacturing Co. .... 135		Para-Lux Products Co. .... 66-67, 68
Bertsch & Co. .... 144		Pellerin Milnor Corp. .... 97
Bishop Company, G. H. .... 37		Pennsylvania Salt Mfg. Co. .... 63
Beck Laundry Machine Co. .... 144		Pittsburgh Tag Co. .... 132
Boiler Engineering & Supply Co. .... 139		Pre-Marked Strip Tag Co. .... 130
Butler Manufacturing Co. .... 43, 51, 145		
<b>C</b>		<b>R</b>
Caled Products Co., Inc. .... 28		Reliable Fur Storage Equipment Co., Div. of Reliable Machine Works, Inc. .... 127
Chevrolet Motors Div., General Motors Corp. .... 4		Resillo Co. .... 141
Cissell Mfg. Co., Inc., W. M. .... 21		Riverside Manufacturing Co. .... 61
Cleaners Sales & Equipment Corp. .... 14		Royal Register Co. .... 81
Columbia Boiler Co. .... 11		
Columbia-Southern Chemical Corp. .... 34		
<b>D</b>		<b>S</b>
Darco Dept., Atlas Powder Co. .... 45		Sec-O-Matic Corp. .... 53
Davies-Young Soap Co., The, J. 16, 113		Security Fur Seal Co., Inc. .... 143
Davis Specialties, Inc. .... 19		Shields Engineering & Mfg. Co. .... 101
Datrex Corporation .... 109		Signal Chemical Co. .... 77
Dicalite Div., Great Lakes Carbon Corp. .... 122		Stadham Co., Inc. .... 144
Dodge Division of Chrysler Corp. .... 73		Star Service Hanger Division of L. A. Young Spring & Wire Corp. .... 3rd Cover
Dow Chemical Co., The .... 57		Stauffer Chemical Co. .... 136
Dryco Corporation .... 31		Street & Co., Inc., R. R. 7, 47, 54-55, 95, 102-107
<b>E</b>		<b>T</b>
Eaton Chemical & Dyestuff Co. .... 35		Takamine Laboratory, Inc. .... 141
Emery Industries, Inc. .... 41		Tillery Container Co. .... 140
Excelsior Machinery Co. .... 9		Time Savers ..... 136
<b>F</b>		Troy Laundry Machinery Division of American Machine & Metals, Inc. .... 25
Fabric Laundry & Dry Cleaning Machinery Corp. .... 111		
Ford Division of Ford Motor Co. .... 23		<b>U</b>
Fry Bros. Co., The .... 139		Unipress Co. .... 144
<b>G</b>		U. S. Hoffman Machinery Corp. .... 29, 70-71, 121, 4th Cover
Glover, Inc., Bill .... 75		
Greenville Chemical Co. .... 129		<b>V</b>
Gross Machinery Co., Inc. .... 22		Viking Pump Co. .... 138
<b>H</b>		<b>W</b>
Haertel Co., Walter .... 131		Wallerstein Company, Inc. .... 15
Hammond Laundry-Cleaning Machinery Co. .... 10		Warco Laboratories ..... 138
High Chemical Co. .... 142		Western Laundry Machinery Co. .... 79
High Floor Machine Co. .... 85		Western Laundry Press Co. .... 17
Hopkins Equipment Co. .... 93		White Machine Co. .... 143
Hoyt Manufacturing Corp. .... 114		Wichita Precision Tool Co., Inc. .... 99
Huebsch Mfg. Co., Div. of The American Laundry Machinery Co. .... 13		
<b>I</b>		
Imperial Laundry Machinery Corp. .... 151		
Ingersoll-Rand ..... 123		
	<b>L</b>	
	Lamson Corp., Blower Div. .... 134	
	Lincoln Bag Co., Inc. .... 66-67, 68	
	<b>M</b>	
	Manitowac Cotton Goods Mfg. Co. .... 140	
	Manitowac Mfg. Div. of Manitowac Shipbuilding Co. .... 49	
	Master Designer, The .... 142	
	Mehl Manufacturing Co. .... 32-33	
	Mercury Cleaning Systems, Inc. .... 59	
	Montpelier Manufacturing Co. .... 117	
	Multi-Clean Products, Inc. .... 140	
	Murphy Sales Co. .... 137	

## SERVING READERS

### FIRST—

### FIRST HAND

How do NATIONAL'S editors find out what readers think of their magazine? How do they keep informed on reader reaction and activity, on industry interests and service needs, on technological advances?

The answer is — NATIONAL CLEANER & DYER'S editors live with the drycleaning industry.

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